



MACHAKOS UNIVERSITY

University Examinations for 2017/2018

SCHOOL OF ENVIRONMENT AND NATURAL RESOURCES MANAGEMENT

DEPARTMENT OF ENVIRONMENTAL STUDIES AND COMMUNITY
DEVELOPMENT

THIRD YEAR SECOND SEMESTER EXAMINATION FOR
BACHELOR OF ENVIRONMENTAL STUDIES AND COMMUNITY DEVELOPMENT
BACHELOR IN COMMUNITY RESOURCE MANAGEMENT AND EXTENSION.
ECD 321: RESOURCE MOBILIZATION AND ECONOMIC EMPOWERMENT

DATE: 14/12/2017

TIME: 11.00-1.00 PM

INSTRUCTIONS:

Answer Question ONE and any other TWO questions

QUESTION ONE (30 MARKS)

- a) Discuss five principles of resource mobilization (10 marks)
- b) Explain five approaches that can be used for community-based resource mobilization (10 marks)
- c) Discuss five indicators of an economically empowered person. (10 marks)

QUESTION TWO (20 MARKS)

- a) Discuss five key factors that are considered when developing a donor map for resource mobilization (10 marks)
- b) Explain the concept of “80-20 rule” in the context of resource mobilization and show its relevance when selecting resource mobilization approaches. (10 marks)

QUESTION THREE (20 MARKS)

- a) Explain the role of the following organisational strategic components in resource mobilization.
 - i. Vision (5 marks)
 - ii. Goals (5 marks)
- b) Discuss five internal factors that can affect the success of an organisation in resource mobilization (10 marks)

QUESTION FOUR (20 MARKS)

- a) Discuss the importance of conducting a SWOT analysis when developing a resource mobilization plan. (10 marks)
- b) Describe the five key elements of a case statement when communicating the cause to potential donors. (10 marks)

QUESTION FIVE (20 MARKS)

Assume you have been tasked to guide an organisation that is working towards economic empowerment of women in your community. Discuss five practical strategies that you will use in order to achieve this. (20 marks)