

Name _____ Index No. _____

1922/205
RESOURCE MOBILIZATION
 July 2015
 Time: 3 hours

Candidate's Signature _____

Date _____



THE KENYA NATIONAL EXAMINATIONS COUNCIL
CRAFT CERTIFICATE IN PROJECT MANAGEMENT
MODULE II
RESOURCE MOBILIZATION
3 hours

INSTRUCTIONS TO CANDIDATES

*Write your name and index number in the spaces provided above.
 Sign and write the date of the examination in the spaces provided above.
 This paper consists of TWO sections; A and B.
 Answer ALL the questions in section A and any FOUR questions in section B.
 Write your answers in the spaces provided in this question paper.
 Do NOT remove any pages from this question paper.
 Candidates should answer the questions in English.*

For Examiner's Use Only

SECTION A

Questions	1	2	3	4	5	6	7	8	9	10	TOTAL SCORE
Candidate's Scores											

SECTION B

Questions	11	12	13	14	15	TOTAL SCORE
Candidate's Scores						

GRAND TOTAL

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SECTION A (32 marks)

Answer ALL the questions from this section.

1. State **four** ways through which donors can give support to organizations. (4 marks)

(i) _____

(ii) _____

(iii) _____

(iv) _____

2. List **four** actors that may be involved in fund-raising for projects. (4 marks)

(i) _____

(ii) _____

(iii) _____

(iv) _____

3. State **three** reasons for resource mobilization in an organization. (3 marks)

(i) _____

(ii) _____

(iii) _____

4. Give **three** challenges that an organization may face when raising funds for projects. (3 marks)

- (i) _____

- (ii) _____

- (iii) _____

5. List **three** factors that should be considered when budgeting for a project fund-raising event. (3 marks)

- (i) _____

- (ii) _____

- (iii) _____

6. State **three** characteristics of a good project proposal. (3 marks)

- (i) _____

- (ii) _____

- (iii) _____

7. Outline **three** ways in which a project manager may encourage teamwork among the organizers of a fund-raising event. (3 marks)

- (i) _____

- (ii) _____

(iii) _____

8. Outline **three** benefits of evaluating a resource mobilization process. (3 marks)

(i) _____

(ii) _____

(iii) _____

9. Give **three** reasons that make it necessary for a project team to develop a plan for the implementation of a fund-raising event. (3 marks)

(i) _____

(ii) _____

(iii) _____

10. List **three** items which may be included in the appendix of a project funding proposal. (3 marks)

(i) _____

(ii) _____

(iii) _____

SECTION B (68 marks)

*Answer any **FOUR** questions from this section.*

11. (a) Explain **four** benefits that may be obtained from involving project beneficiaries in the resource mobilization process. (8 marks)
- (b) Highlight **six** skills that an effective project fund-raising team should possess. (9 marks)
12. (a) Describe the procedure that should be followed when planning for project fund-raising. (9 marks)
- (b) Highlight **four** factors that should be considered when allocating resources for a development project. (8 marks)
13. (a) The awareness of certain donor preferences may assist a resource mobilizer in obtaining donor support. Explain **six** such preferences. (9 marks)
- (b) Outline **four** issues that should be considered when choosing the venue for a fund-raising event. (8 marks)
14. (a) Explain **six** principles that should guide the formation of an effective resource mobilization partnership. (9 marks)
- (b) Highlight **four** reasons that may make it necessary for an organization to offer financial support for a development project. (8 marks)
15. (a) Explain **six** factors that should be considered when developing a project funding proposal in an organization. (9 marks)
- (b) Outline **four** types of media that may be used in the process of fund-raising for projects. (8 marks)
