

Name: _____ Index No. _____

2428/201

**RESOURCE MOBILIZATION, FUNDRAISING
AND PROJECT MANAGEMENT**

Oct./Nov. 2015

Time: 3 hours

Candidate's Signature: _____

Date: _____

**THE KENYA NATIONAL EXAMINATIONS COUNCIL**

**DIPLOMA IN SOCIAL WORK AND COMMUNITY DEVELOPMENT
(SOCIAL WORK OPTION)
MODULE II**

RESOURCE MOBILIZATION, FUNDRAISING AND PROJECT MANAGEMENT**3 hours****INSTRUCTIONS TO CANDIDATES***Write your name and index number in the spaces provided above.**Sign and write the date of examination in the spaces provided above.**This paper consists of **EIGHT** questions in **TWO** sections; **A** and **B**.**Answer **FIVE** questions choosing at least **TWO** questions from each section in the spaces provided in this question paper.**All questions carry equal marks.**Candidates should answer the questions in English.***For Examiner's Use Only**

Section	Question	Maximum Score	Candidate's Score
A	1	20	
	2	20	
	3	20	
	4	20	
B	5	20	
	6	20	
	7	20	
	8	20	
TOTAL SCORE			

This paper consists of 20 printed pages.

Candidates should check the question paper to ascertain that all the pages are printed as indicated and that no questions are missing.

SECTION A: RESOURCE MOBILIZATION AND FUNDRAISING

Answer at least TWO questions from this section.

1. (a) Explain **five** reasons why the government should embrace local resource mobilization. (10 marks)
- (b) Describe **five** principles of fund raising. (10 marks)
2. (a) Most organizations use commercial advertisement as a fund raising tool. Discuss **six** such advertisement tools used in fundraising. (12 marks)
- (b) Highlight **four** types of project proposals used by organisations. (8 marks)
3. (a) Outline **six** steps followed in developing a resource mobilization plan. (12 marks)
- (b) Explain **four** different ways in which electronic media can be used to boost fundraising campaigns. (8 marks)
4. (a) Most organisations have been compelled to be involved in income generating activities in order to fund raise. Describe **five** income generating activities that these organisations have been involved in to fund raise and attain sustainability. (10 marks)
- (b) Explain **five** advantages of e-fundraising for local organizations. (10 marks)

SECTION B: PROJECT MANAGEMENT

Answer at least TWO questions from this section.

5. (a) Explain **five** steps in risk management process. (10 marks)
- (b) Discuss **five** problems encountered by organisations in project implementation. (10 marks)
6. (a) Feasibility study is one of the major functions of project planning. Evaluate **five** aspects that a feasibility study should take into account. (10 marks)
- (b) Explain **five** purposes of evaluation in development projects. (10 marks)
7. (a) Highlight **five** duties of a project manager in project termination. (10 marks)
- (b) (i) Explain the meaning of the term **project monitoring**. (2 marks)
- (ii) Discuss **four** ways of project monitoring. (8 marks)

