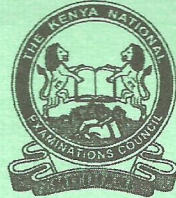


2428/201

RESOURCE MOBILIZATION,  
FUNDRAISING AND  
PROJECT MANAGEMENT

June/July 2017

Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

DIPLOMA IN SOCIAL WORK AND COMMUNITY DEVELOPMENT  
MODULE II

RESOURCE MOBILIZATION, FUNDRAISING AND PROJECT MANAGEMENT

3 hours

**INSTRUCTIONS TO CANDIDATES**

*This paper consists of EIGHT questions in TWO sections; A and B.*

*Answer a total of FIVE questions as shown below in the answer booklet provided:*

*any TWO questions from Section A;*

*any TWO questions from Section B;*

*any ONE question from either Section A or B.*

*All questions carry equal marks.*

*Candidates should answer the questions in English.*

**This paper consists of 3 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** steps in resource mobilization cycle. (10 marks)
- (b) Highlight **five** reasons that necessitate donors to donate in the fundraising process. (10 marks)
2. (a) Most organizations in Kenya in their endeavor to mobilize resources for their projects and programmes have established “resource mobilization offices”. Explain **five** roles of a resource mobilization office. (10 marks)
- (b) Explain the meaning of the following terms:
  - (i) fundraising plan; (2 marks)
  - (ii) fundraising; (2 marks)
  - (iii) resource mobilization; (2 marks)
  - (iv) local resources; (2 marks)
  - (v) financial resources. (2 marks)
3. (a) Explain **six** sources of financial resources essential in human ventures. (12 marks)
- (b) Explain **four** benefits of resource mobilization for organizations. (8 marks)
4. (a) Explain **six** factors to consider when writing a fundraising proposal. (12 marks)
- (b) Explain **four** benefits of fundraising for organizations. (8 marks)

## SECTION B: PROJECT MANAGEMENT

*Answer at least TWO questions from this section.*

5. (a) A project brief is one of the essential documents required to define a project effectively. Describe **six** sections of a project brief document. (12 marks)
- (b) Explain **four** types of conflicts that may arise when executing project work. (8 marks)

6. (a) Describe **five** factors that feasibility studies should take into account during project planning. (10 marks)
- (b) Explain **five** cost components of a project normally identified during project planning. (10 marks)
7. (a) Describe the following elements of a good project proposal:
- (i) project title; (2 marks)
  - (ii) background; (2 marks)
  - (iii) statement of the problem; (2 marks)
  - (iv) justification; (2 marks)
  - (v) objectives of the project; (2 marks)
  - (vi) expected impact. (2 marks)
- (b) Identify **four** characteristics of participatory joint evaluation. (8 marks)
8. (a) (i) Explain the meaning of the term 'project evaluation'. (2 marks)
- (ii) Describe **four** common ways to monitor project progress. (8 marks)
- (b) Explain **five** strategies that are necessary to bring about administrative improvement during project implementation. (10 marks)

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