

2428/201
RESOURCE MOBILIZATION,
FUNDRAISING AND PROJECT MANAGEMENT
June/July 2011
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

You should have the following for this examination:

Answer booklet.

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

Answer a total of FIVE questions as shown below:

Any TWO questions from section A;

Any TWO questions from section B;

Any other ONE question from either section A or B;

ALL questions carry equal marks.

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) Discuss **five** factors involved in mobilizing funds to ensure adequate and stable funding for an earmarked project. (10 marks)
- (b) Highlight **five** possibilities involved in a fundraising activity. (10 marks)
2. (a) (i) Explain the term "man-made resources". (1 mark)
- (ii) List and explain **three** man-made resources. (9 marks)
- (b) Evaluate **five** negative implications of donor dependency. (10 marks)
3. (a) Most organizations prefer to source funds through partnership resource mobilization. Describe **five** reasons that may account for such preference. (10 marks)
- (b) State **six** areas that sponsors consider when assessing any application for sponsorship. (6 marks)
- (c) Explain the meaning of the following terms:
 - (i) philanthropy; (2 marks)
 - (ii) mobilize. (2 marks)
4. (a) Explain **six** elements of a fundraising plan. (12 marks)
- (b) Outline **four** important points that must be included in a project proposal. (8 marks)

SECTION B: PROJECT MANAGEMENT.

Answer at least TWO questions from this section.

5. (a) Highlight **five** reasons why most donors prefer participatory joint evaluation. (10 marks)
- (b) Analyse **five** steps involved in responding to project risk management. (10 marks)
6. (a) Explain **six** components that must be contained in a project identification document. (12 marks)
- (b) Highlight **four** benefits of project risk analysis. (8 marks)
7. (a) Discuss **five** factors to consider in the project planning and design process. (10 marks)

- (b) (i) Explain the meaning of the term "appraisal". (2 marks)
- (ii) Explain **four** objectives of project appraisal. (8 marks)
- 8. (a) Highlight **five** ways of ensuring sustainability in projects. (10 marks)
- (b) Analyse **five** problems posed by politics as a component of project appraisal. (10 marks)