

2428/201

RESOURCE MOBILIZATION, FUNDRAISING  
AND PROJECT MANAGEMENT

June/July 2018

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 FIVE questions choosing TWO questions from section A, TWO questions from section B and any other ONE question from either sections in the answer booklet provided.*

*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) Describe **six** steps in resource mobilization cycle. (12 marks)
- (b) Highlight **four** challenges of internal fundraising. (8 marks)
2. ✓ (a) Explain each of the following types of resources:
- (i) biotic; (2 marks)
- (ii) abiotic; (2 marks)
- (iii) individual; (2 marks)
- (iv) community owned; (2 marks)
- (v) renewable. (2 marks)
- (b) (i) Explain the meaning of the term fundraising. (2 marks)
- (ii) Describe **four** ways non-profit organizations may use to fundraise for their operations. (8 marks)
3. (a) Highlight **six** reasons that have forced most organizations to embrace local/domestic fundraising. (12 marks)
- (b) Explain **four** positive effects of using posters in fundraising. (8 marks)
- ✓ (a) Describe **five** sections of fundraising letters. (10 marks)
- (b) Explain **five** components of project proposal in resource mobilization and fundraising. (10 marks)

## SECTION B: PROJECT MANAGEMENT

*Answer at least TWO questions from this section.*

5. (a) Explain **five** approaches used by organizations in managing project risks. (10 marks)
- (b) Highlight **five** disadvantages of housing project activities in a functional area. (10 marks)
6. (a) Describe **five** steps of project management. (10 marks)
- (b) (i) Distinguish between project and project management. (4 marks)
- (ii) Explain each of the following approaches to project implementation:
- (I) top-down; (2 marks)
  - (II) bottom-up; (2 marks)
  - (III) collaborative participation. (2 marks)
7. (a) Describe **six** project monitoring techniques. (12 marks)
- (b) Most organizations are embracing project management (PM) software as an integrated package to provide project applications for time sheets, expense reports, resource management and timely reporting. Explain **five** benefits that accrue to organizations from the application of project management (PM) software. (8 marks)
8. (a) Highlight **five** uses of critical path analysis (CPA) as a tool in project evaluation. (10 marks)
- (b) Explain **five** issues that should be addressed in appraising projects. (10 marks)

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