

2428/201

**RESOURCE MOBILIZATION, FUNDRAISING
AND PROJECT MANAGEMENT**

June/ July 2020

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 in the answer booklet provided, 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.
Maximum marks for each part of a question are indicated.
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) (i) Explain the meaning of the term 'resource mobilization'. (2 marks)
- (ii) Highlight four significance of resource mobilization. (8 marks)
create awareness, feedback, donor dependency, sense of ownership, minimises wastage
- (b) Analyze five qualities of a good resource mobilizer. (10 marks)
creative/innovative, good comm skills, hardworking, persuasive, approach
2. (a) (i) Explain the meaning of the term "resource mobilization approach". (2 marks)
- (ii) Outline four steps applied in resource mobilization. (8 marks)
- (b) Describe five types of fundraising used for community development. (10 marks)
3. (a) (i) Highlight five factors to consider when planning a fundraising activity. (5 marks)
Ability to cost resources to donor, fundraising events, Ability to report back - credibility & public relation
- (ii) Outline five challenges of fundraising. (5 marks)
- (b) Analyze five skills required for successful fundraising. (10 marks)
Competition, donor withdrawal, priority, comm skills, techniques
4. (a) Explain the meaning of each of the following terms as used in resource mobilization and fundraising.
- (i) project proposal; (2 marks)
- (ii) fundraising; (2 marks)
- (iii) prospective donor; (2 marks)
- (iv) fundraising campaign. (2 marks)
- (b) Highlight six types of information contained in the background information section of a project funding proposal. (12 marks)

SECTION B: PROJECT MANAGEMENT

Answer at least TWO questions from this section.

5. (a) (i) Explain the meaning of the term 'project management'. (2 marks)
Methods and tools designed to enable organizations plan and achieve set goals and objectives.
- (ii) Highlight four functions of a project manager. (8 marks)
develop execution plan & maintaining integrity & contract mgmt
- (b) Analyze five principles of project management. (10 marks)
- G - Goals
O - Objectives
C - Check points
A - Activities
R -
T - Time
S*

6. (a) Outline six stages of project management cycle. (12 marks)
 - conception - formulation of objectives - project appraisal
 - identification - project implementation - project monitoring
- (b) Highlight four purposes of project identification. (8 marks)
 - project evaluation & control
7. (a) Explain four types of risks in project management. (8 marks)
- (b) Highlight six importance of participation of stakeholders in monitoring process. (12 marks)
8. (a) Analyze five elements of a project appraisal. (10 marks)
 Economic & financial, ^{disturbance} social/cultural, political
- (b) Highlight five reasons for terminating a project. (10 marks)
 Competition
 * - Funds exhausted
 - Key personnel left and no replacement
 * - Objectives not met before the said time.
 fails to submit financial report
 technical problem
 research group publishes books in a competition of interest

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