

2428/201

**RESOURCE MOBILIZATION, FUNDRAISING
AND PROJECT MANAGEMENT**

Oct. / Nov. 2022

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 as 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

1. (a) Explain each of the following types of resources:
- (i) renewable; (2 marks)
 - (ii) non-renewable; (2 marks)
 - (iii) financial; (2 marks)
 - (iv) human; (2 marks)
 - (v) material. (2 marks)
- (b) Analyze **five** strategies that may be used by an organization to win donor support. (10 marks)
2. (a) Outline **six** steps followed when planning fundraising for a project. (12 marks)
- (b) Explain **four** causes of donor fatigue. (8 marks)
- 980 3. (a) Highlight **five** roles of media in resource mobilization. (10 marks)
- (b) Explain **five** legal and ethical aspects observed in fundraising. (10 marks)
4. (a) Explain **five** benefits of a project proposal in resource mobilization and fundraising. (10 marks)
- (b) Analyze **five** challenges faced by community based organizations in fundraising. (10 marks)

SECTION B: PROJECT MANAGEMENT

5. (a) Highlight **four** characteristics of a project. (8 marks)
- (b) Analyze **six** benefits of the project logical framework. (12 marks)
6. (a) Outline **five** steps followed in the identification of community projects. (10 marks)
- (b) Explain **five** benefits of project management cycle. (10 marks)
7. (a) Describe **six** steps followed in project evaluation. (12 marks)
- (b) Explain **four** risk management strategies used in the management of community projects. (8 marks)



8. (a) Explain each of the following techniques used in project appraisal:
- (i) Pay Back Period (PBP); (2 marks)
 - (ii) Net Present Value (NPV); (2 marks)
 - (iii) Internal Rate of Return (IRR); (2 marks)
 - (iv) Profitability Index (PI); (2 marks)
 - (v) Benefit - Cost Ratio (BCR). (2 marks)
- (b) Analyze **five** factors that may lead to project failure. (10 marks)

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