

2428/201
RESOURCE MOBILIZATION, FUNDRAISING AND
PROJECT MANAGEMENT
Oct./Nov. 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 2 printed pages.

Candidates should check the question paper to ascertain that both pages are printed as indicated and that no questions are missing.

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Turn over

SECTION A: RESOURCE MOBILIZATION AND FUNDRAISING

Answer at least TWO questions from this section.

1. (a) Explain each of the following types of resources:
 - (i) human resource;
 - (ii) material resource;
 - (iii) financial resource. (6 marks)
- (b) State and describe **seven** principles of on-line fundraising. (14 marks)
2. (a) Explain **five** benefits of strategic planning for fundraising process. (10 marks)
- (b) State and explain **five** factors considered when targeting a project proposal. (10 marks)
3. (a) Explain **four** advantages of mapping community assets. (8 marks)
- (b) State and describe **six** qualities of a successful resource mobilizer. (12 marks)
4. (a) State and explain **four** tools used in fundraising. (8 marks)
- (b) Explain **six** basic prepositions of the Resource Mobilization Approach. (12 marks)

SECTION B: PROJECT MANAGEMENT

Answer at least TWO questions from this section.

5. (a) Explain each of the following terms as used in project management:
 - (i) monitoring;
 - (ii) evaluation;
 - (iii) sampling frame;
 - (iv) sustainability. (8 marks)
- (b) Explain **six** common causes of project failure. (12 marks)
6. (a) Explain **four** benefits of project risk management. (8 marks)
- (b) Explain **six** features of a good project plan. (12 marks)
7. (a) Explain **four** features of project termination. (8 marks)
- (b) Explain **six** roles of a project manager. (12 marks)
8. (a) State and explain **four** methods used in monitoring a project. (8 marks)
- (b) Describe **six** advantages of participatory project management. (12 marks)