



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS 2018/2019 ACADEMIC YEAR FIRST YEAR FIRST SEMESTER

SCHOOL OF ARTS AND SOCIAL SCIENCES DIPLOMA IN COMMUNITY DEVELOPMENT

**COURSE CODE: LMN 10
COURSE TITLE : SOCIAL FUNDRAISING**

DATE: 28TH AUGUST 2019

TIME: 0830 - 1030HRS

INSTRUCTIONS TO CANDIDATES

- *Answer question ONE (compulsory) and any other THREE questions.*
- *Question one carries 25 marks*
- *All other questions carry 15 marks*

Question One

- a) Discuss the critical fundraising movement activities and outputs
(10 marks)
- b) Critically describe reasons why fundraising is important (15 Marks)

Question Two

Discuss how to plan and make a successful fundraise. (15 Marks)

Question Three

Discuss the theories of social change. (15 Marks)

Question Four

Explain any five fundraising strategies. (15marks)

Question Five

Identify the various obstacles that have inhibited the attainment of a successful fundraise. (15 marks)

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