



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

THIRD YEAR SECOND SEMESTER

SCHOOL OF ARTS, HUMANITIES, SOCIAL

SCIENCES AND CREATIVE INDUSTRIES

BACHELOR OF ARTS IN SOCIAL WORK

COMMUNITY DEVELOPMENT

COURSE CODE: CMD 3223-1

**COURSE TITLE: RESOURCE MOBILIZATION
AND NETWORKING**

DATE:

TIME:

INSTRUCTIONS TO CANDIDATES

- *Answer question ONE (compulsory) and any other TWO questions.*
- *Question one carries 20 marks*
- *All other questions carry 15 marks*

QUESTION ONE

- a) Discuss the guidelines that aid in planning a successful fundraiser in an organization. **(10 Marks)**
- b) Explain the methods that can be employed to bring together financial, material and human support for a development project. **(5 Marks)**
- c) Discuss the qualities of a good fundraiser in resource mobilization. **(5 Marks)**

QUESTION TWO

- a) Describe the process of a resource mobilization and activities which aims at achieving organization objectives. **(8 Marks)**
- b) Explain the benefits of building partnership with different sectors of society. **(7 Marks)**

QUESTION THREE

- a) Explore the types of resources necessary for running an organization. **(8 Marks)**
- b) Analyze the donor requirements for their effective programs and activities in Africa. **(7 Marks)**

QUESTION FOUR

- a) Describe the steps of developing a project funding proposal in resource mobilization. **(8 Marks)**
- b) Explore the importance of a project proposal in mobilizing a diverse range of financial and non-financial resources in an organization. **(7 Marks)**

QUESTION FIVE

- a) Discuss the categories of events and their significance to resource mobilization and networking. **(8 Marks)**
- b) Explore the legal and ethical issues that govern resource mobilization. **(7 Marks)**

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