



MAASAI MARA UNIVERSITY
REGULAR UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER
SCHOOL OF ARTS, HUMANITIES SOCIAL
SCIENCES AND CREATIVE INDUSTRIES
BACHELOR ARTS IN COMMUNITY
DEVELOPMENT
COURSE CODE: CMD 4231
COURSE TITLE : PROPOSAL WRITING AND
FUNDRAISING

DATE:

TIME:

INSTRUCTIONS TO CANDIDATES

- *Answer question ONE (compulsory) and any other TWO questions.*
- *Question one carries 30 marks*
- *All other questions carry 20 marks*

QUESTION ONE

- (a) Give a comprehensive meaning of resource mobilization **(2 Marks)**
- (b) Identify and clearly explain the key forms of resource mobilization **(10 Marks)**
- (c) List and shortly describe the fundraising process **(10 Marks)**
- (d) Discuss the rationale for resource mobilization and fundraising **(8 Marks)**

QUESTION TWO)

- (a) Evaluate the various challenges and opportunities associated with partnership and resource mobilization **(10 Marks)**
- (b) Outline and explain the various issues that are encountered in resource mobilization in recent times **(10 Marks)**

QUESTION THREE

- (a) Describe the various stages of fundraising **(10 Marks)**
- (b) Identify and clearly explain the various kinds of fundraising **(10 marks)**

QUESTION FOUR

Examine the purpose of the concept note and show its applicability to our current private donor agencies. **(20 Marks)**

QUESTION FIVE

- (a) Show the importance of building partnership for resource mobilization **(10 Marks)**
- (b) Outline and briefly describe the ethical issues that are of particular interest in fundraising **(10 Marks)**

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