



MAASAI MARA UNIVERSITY

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

**SCHOOL OF ARTS & SOCIAL SCIENCES
BACHELOR OF ARTS (SOCIAL WORK)**

**COURSE CODE: SWK 3228
COURSE TITLE: PUBLIC BENEFIT ORGANIZATIONS
AND RESOURCE MOBILIZATION**

DATE: 29TH APRIL, 2019

TIME: 1430 - 1630 HRS

INSTRUCTIONS TO CANDIDATES

- Question 1 is compulsory.
- Answer any other **TWO** questions

Q1. a) Resource mobilization is critical to any organization .Discuss
(10 marks)

b) State and explain the components of a grant proposal. **(10 marks)**

c) "The strategic plan is the anchor, in which an organization's programs, structure and systems, as well as financials are reviewed and identified"
Discuss **(10 marks)**

Q2. Assume you are a manager of an organization, design marketing and communication strategies **(20 marks)**

Q3. Identify a project that you would like to start in your community and prepare a detailed budget.
(10 marks)

b) Design a marketing strategy for the above project **(10 marks)**

Q4. Discuss the 80-20 rule and state whether the donor pyramid serves as a model to resource mobilization strategy. **(20 marks)**

Q5. Human resource development is important, Discuss with examples
(10 marks)

b) Critically discuss the importance of researching and networking with donors in resource mobilization,
(10 marks)

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