



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
FOURTH YEAR SECOND SEMESTER**

**SCHOOL OF ARTS AND SOCIAL SCIENCES
BACHELOR ARTS IN COMMUNITY
DEVELOPMENT**

**COURSE CODE: CMD 420
COURSE TITLE: PROPOSAL WRITING &
FUNDRAISING**

DATE: 24TH APRIL 2019

TIME: 8.30- 10.30AM

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **TWO** questions

*This paper consists of **TWO** printed pages. Please turn over.*

SECTION A

Q1. Describe the components of a fundraising proposal in its systematic manner **(30 marks)**

SECTION B

Q2. a) Using examples explain the principles of fundraising **(10 marks)**

b) With relevant examples explain the challenges faced by fundraisers **(10 marks)**

Q3 a) Explain the basic considerations in Development that are relevant in Project monitoring and evaluation **(10 marks)**

b). Using examples describe the need and rationale of planning in projects **(10 marks)**

Q 4. Discuss the process of designing a monitoring and evaluation system **(20 marks)**

Q 5 Analyze the steps involved in the carrying out of an evaluation exercise of a community project **(20 marks)**

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