



# **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: 24<sup>TH</sup> APRIL 2019  
10.30AM**

**TIME: 8.30-**

---

**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)**

.....**END**.....  
.....