



# MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

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University Examinations 2023/2024

FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR DIPLOMA IN SOCIAL WORK  
AND COMMUNITY DEVELOPMENT

**BUS/CU/SW/CC/04/6: RESOURCE MOBILIZATION AND FUNDRAISING**

**DATE: APRIL 2024**

**TIME: 2 HOURS**

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## INSTRUCTIONS:

- (i) This paper has two sections A and B
  - (ii) You are provided with a separate answer booklet.
  - (iii) Marks for each question are as indicated.
  - (iv) Do not write on the question paper.
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## QUESTION ONE (40 MARKS)

### SECTION A

1. Highlight four resources mobilization methods an organization may use during a fundraising process. (4 marks)
2. List five fundraising methods. (5 marks)
3. List four types of resources that an organization can mobilize. (4 marks)
4. Identify five factors that influence the success of resource mobilization. (5 marks)
5. Highlight four activities and strategies aimed at acquiring resources. (4 marks)
6. Give elements of resource mobilization. (5 marks)
7. Mention three skills necessary for effective community mobilization. (3 marks)
8. List four importance of resource mobilization. (4 marks)
9. List three components of a project monitoring and evaluation framework. (3 marks)
- 10.



## **QUESTION TWO (60 MARKS)**

### **SECTION B-Answer any THREE question**

11. Building a relationship with other organization is one key strategy for successful mobilization of resources.

a) Analyze five categories of donors. (10 marks)

b) Discuss five advantages of building partnership during resource mobilization. (10 marks)

12. Resource mobilization is aimed at acquiring and deploying resources to support and achieve the goals of organization.

a) Discuss five resource mobilization approaches. (10 marks)

b) Explain five resource mobilization strategies. (10 marks)

13. Effectiveness of the resource mobilization process is determined by the mobilizing team and its leadership.

a) Describe five qualities of good resource mobilization manager. (10 marks)

b) Discuss five ways of addressing challenges encountered during resource mobilization. (10 marks)

14. Forming a resource mobilizing team is an important step in effectively mobilizing resource for an organization.

a) Explain five key steps to consider when forming a resource mobilization team. (10 marks)

b) Discuss the steps involved in the development and implementation of resource mobilization plan. (10 marks)