



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2017/2018 ACADEMIC YEAR
SECOND YEAR SECOND SEMESTER**

**SCHOOL OF BUSINESS & ECONOMICS
BACHELOR OF SCIENCE IN PROJECT
PLANNING AND MANAGEMENT**

COURSE CODE: BPM 2204

**COURSE TITLE: RESOURCE MOBILIZATION &
GRANT PROPOSAL WRITING**

DATE: 24TH APRIL 2018

TIME: 1100 - 1300HRS

INSTRUCTIONS TO CANDIDATES

- 1) Answer **Question One** and **any other three**.
- 2) Question **One** carries a total of **25 marks**. All other questions carry **15 marks each**.
- 3) **DO NOT WRITE ANYTHING ON THE QUESTION PAPER.**

This paper consists of 3 printed pages. Please turn over.

Question One (Compulsory)

Study the case below and answer the questions that follow.

Fundraising From the Alma Mater

A successful young lawyer received a phone call from a person who said that he was from the lawyer's alma mater and would like to make an appointment to talk to the lawyer. At the appointed time the visitor appeared and started talking about the university's plan and showed drawings of the new buildings that the university needed.

The lawyer now knew that the visitor was a development officer seeking a donation. After describing the university in glowing terms for fifteen minutes, the development officer came to the point: "In view of our needs and your affection for the university, I would like you to consider making a donation of Ksh. 1,000,000 to your university."

The lawyer at this point felt stunned by this request. He had never been asked for such a large contribution by any organisation. He felt flattered that someone could think he could make such a large contribution; this meant that he was a very successful lawyer.

On the other hand, he felt somewhat miffed to be asked without warning for such a large amount of money by a relative stranger. He told the development officer that he appreciated learning about his university's needs and would think it over, and hopefully would give, if not that amount, something substantial in any event. The officer looked a little disappointed, but thanked him for his time and left. The lawyer never made any donation to his university.

- (a) Assess how the development officer handled this fundraising opportunity in terms of the following:
 - (i) Strengths of the approach. **(5 marks)**
 - (ii) Weaknesses of the approach. **(5 marks)**
- (b) What advice would you give the development officer about successful fundraising from individuals? **(15 marks)**

Question Two

An international NGO that has a regional office in Narok has hired you as the Fundraising and Grant Writing Coordinator. Your first task is to develop a fundraising strategy for the NPO. Describe the process that you would follow.

(15 marks)

Question Three

Discuss the challenges that grant managers in developing countries like Kenya face.

(15 marks)

Question Four

Global Sustainable Health Alternatives is a newly established NGO operating in several Counties in Kenya. The NGO intends to augment Government efforts in providing health services to rural communities. To achieve this, it hopes to raise funds from various national government agencies. Explain the requirements for accessing government funding that the NGO should be aware of. **(15 marks)**

Question Five

Discuss why, as their way of supporting NonProfit Organizations, companies normally prefer sponsorship to giving gifts. **(15 marks)**

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