



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

THIRD YEAR SECOND SEMESTER

SCHOOL OF ARTS, HUMANITIES, SOCIAL SCIENCES

AND CREATIVE INDUSTRIES

BACHELORS OF ARTS IN COMMUNITY

DEVELOPMENT

COURSE CODE : CMD 3223-1

COURSE TITLE: RESOURCE MOBILIZATION AND NETWORKING

DATE: 04/6/24

TIME: 1430-1630HRS

INSTRUCTIONS TO CANDIDATES

- *Answer question ONE (compulsory) and any other TWO questions.*
- *Question one carries 20 marks*
- *All other questions carry 15 marks*

SECTION A: 20 MARKS (COMPULSORY SECTION)

QUESTION ONE

- a) Explore the types of resources required to implement organization work and achieve pre-determined organizational objectives. **(10 Marks)**
- b) Explain resource mobilization approaches that can be applied to enhance community livelihoods. **(5 Marks)**
- c) Discuss the importance of donor support to African countries. **(5 Marks)**

SECTION B: ANSWER ANY TWO QUESTIONS

QUESTION TWO

- a) Analyze the mechanisms of resource mobilization in an organization. **(8 Marks)**
- b) Describe the common motivations among the philanthropists in developing countries. **(7 Marks)**

QUESTION THREE

- a) You have been appointed as a team leader of a fundraising event. Discuss the factors that you should consider for a successful fundraising. **(8 Marks)**
- b) Discuss the role of media in fundraising. **(7 Marks)**

QUESTION FOUR

- a) Analyze the categories of events and their importance in resource mobilization. **(8 Marks)**
- b) Discuss the process of a resource mobilization and activities which aims at achieving organization objectives. **(7 Marks)**

QUESTION FIVE

- a) Describe the elements of developing a project funding proposal in resource mobilization citing relevant examples **(8 Marks)**
- b) Explain the benefits of building partnership with different sectors of society. **(7 Marks)**

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