



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS**

**2023/2024 ACADEMIC YEAR**

**FOURTH YEAR SECOND SEMESTER**

**SCHOOL OF ARTS AND SOCIAL SCIENCES**

**BACHELOR ARTS IN COMMUNITY**

**DEVELOPMENT**

**COURSE CODE: CMD 4232-1**

**COURSE TITLE: PROPOSAL WRITING &**

**FUNDRAISING**

DATE: 18/4/2024

TIME: 0830-1030 HRS

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**INSTRUCTIONS TO CANDIDATES**

1. Answer Question ONE and any other TWO questions

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

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## QUESTION ONE

- a) Define the concept of fundraising and explain its importance in community development. **(10 marks)**
- b) Discuss the components of a fundraising plan and the challenges organizations may face in fundraising efforts. **(10 marks)**

## QUESTION TWO

- a) Describe the process of community needs assessment and explain its significance in proposal writing for development projects. **(10 marks)**
- b) Explain the principles of fundraising and how they guide organizations in their fundraising activities. **(5 marks)**

## QUESTION THREE

- a) Discuss the types and roles of volunteers in fundraising for community projects. Provide examples to illustrate your points. **(10 marks)**
- b) Define monitoring and evaluation in the context of development programs. Explain why monitoring and evaluation are essential for project success. **(5 marks)**

## QUESTION FOUR

- a) Describe the characteristics of effective monitoring and evaluation. **(7 marks)**
- b) Explain the concept of grant proposal writing and discuss the key elements that should be included in a fundable grant proposal. **(8 marks)**

## QUESTION FIVE

- a) Identify and explain the different modes of course delivery for teaching proposal writing and fundraising. **(5 marks)**
- b) Discuss the role of networking and collaboration with agencies in successful fundraising and community development activities. **(10 marks)**

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