

2428/201

RESOURCE MOBILIZATION, FUND RAISING
AND PROJECT MANAGEMENT

Oct./Nov. 2021

Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

DIPLOMA IN SOCIAL WORK AND COMMUNITY DEVELOPMENT

MODULE II

RESOURCE MOBILIZATION, FUND RAISING AND PROJECT MANAGEMENT

3 hours

INSTRUCTIONS TO CANDIDATES

This paper consists of EIGHT questions in TWO sections; A and B.

Answer FIVE questions in the answer booklet provided as shown below:

any TWO questions from section A;

any TWO questions from section B;

any other ONE question from either section A or B.

All questions carry equal marks.

Candidates should answer the questions in English.

This paper consists of 3 printed pages.

Candidates should check the question paper to ascertain that all the pages are printed as indicated and that no questions are missing.

SECTION A: RESOURCE MOBILIZATION AND FUND RAISING

Answer at least TWO questions from this section.

1. (a) (i) Explain the meaning of the term 'resource mobilization'. (2 marks)
(ii) Highlight **four** benefits of resource mobilization to a community based organization. (8 marks)
- (b) Outline **five** steps involved in the implementation of a resource mobilization action plan. (10 marks)
2. (a) Describe **five** types of resources in an organization. (10 marks)
(b) Highlight **five** benefits of using a proposal for fund raising. (10 marks)
3. (a) (i) Explain the meaning of the term 'philanthropy'. (2 marks)
(ii) Describe **four** types of donors to a community programme. (8 marks)
- (b) Analyze **five** benefits of using internet as a tool for fund raising. (10 marks)
4. (a) Describe **five** demerits of donor dependency to community programmes. (10 marks)
(b) Highlight **five** unethical aspects in fund raising. (10 marks)

SECTION B: PROJECT MANAGEMENT

Answer at least TWO questions from this section.

5. (a) Explain **five** characteristics of a good project. (10 marks)
(b) Analyze **five** reasons that lead to a project failure. (10 marks)
6. (a) Describe **five** benefits of the project logical framework approach (LFA) in project planning. (10 marks)
(b) (i) Explain the meaning of the term 'project appraisal'. (2 marks)

(ii) Describe each of the following techniques used in project appraisal:

- (I) Cost-Benefit-Analysis (CBA); (2 marks)
- (II) Multi-Criteria-Analysis (MCA); (2 marks)
- (III) Net-Present-Value (NPV); (2 marks)
- (IV) Payback Period (PBP). (2 marks)

7. (a) Explain **five** tools used to identify a suitable project for a community. (10 marks)
- (b) Analyze **five** benefits of community participation in project management. (10 marks)
8. (a) Describe **five** essential components of a project report. (10 marks)
- (b) Highlight **five** challenges encountered in project monitoring. (10 marks)

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