

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

RESIT/SPECIAL EXAMINATION

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
COOPERATIVE MANAGEMENT**

BCOP 431: RESOURCE MOBILIZATION

STREAMS: BCOP

TIME: 2 HOURS

DAY/DATE: THURSDAY 12/08/2021

11.30 A.M – 1.30 P.M.

INSTRUCTIONS

- *Answer QUESTION ONE and any other TWO Questions.*

QUESTION ONE

- Discuss the importance resource Mobilization to an organization. (4 marks)
- Resource Mobilization is very crucial for the sustainability of an organization. Explain the importance of resource Mobilization, stating the various areas of Sustainability. (10 marks)
- A SWOT Analysis is undertaken to determine the strength and weakness of resource Mobilization capacity and opportunities and threats to resource Mobilization efforts. Explain the factors in the organization's internal and external environment that may impact on the firms' ability to mobilize resources. (6 marks)
- Discuss the different types of indicators that are required to assess progress towards results. (10 marks)

QUESTION TWO

- Discuss five reasons that may lead to rejection of funding projects by donors. (10 marks)
- Discuss the three principles that guide Resource Mobilization concept. (6 Marks)
- Discuss how fundraising competition can used for resource mobilization. (4marks)

QUESTION THREE

- a. Discuss financial factors as a measure of performance in resource mobilization... (10 marks)
- b. Donor Interventions are usually geared towards addressing the cause of the problem, not the effect of the problem. Discuss this statement in light of a proposal that can attract funding. (10 marks)

QUESTION FOUR

- a) Explain the importance of the logical framework as it aims to present information about the key components of a project in a clear concise logical and systematic matrix. (9 Marks)
 - b) Discuss the Importance Of Community Participation In Resource Mobilization. (11 marks)
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