

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

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

**BCOP 431: RESOURCE MOBILIZATION**

**STREAMS: BCOP**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 11/12/2018**

**8.30 A.M. – 10.30 A.M.**

**INSTRUCTIONS:**

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

**QUESTION ONE**

- Explain at least five principles of fundraising. (10 marks)
- 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)
- Distinguish between monitoring and evaluation in resource mobilization citing relevant examples. (4 marks)

**QUESTION TWO**

- Discuss the importance of a budget for a project. (6 marks)
- Discuss the steps for planning fundraising for a project. (8 marks)
- Discuss how fundraising competition can be used for resource mobilization. (6 marks)

**QUESTION THREE**

- 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) Discuss how technology can be used optimally for fundraising. (6 marks)
- (b) Why is understanding philanthropy and donor psychology critical in resource mobilization? (8 marks)
- (c) Changes are expected to take place after implementing the project activities. Explain three experiences that beneficiaries are expected to undergo. (6 marks)
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