

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

SECOND YEAR EXAMINATION FOR THE AWARD OF DEGREE
OF BACHELOR OF CO-OPERATIVE MANAGEMENT.

BCOP 431: RESOURCE MOBILIZATION

STREAMS: BCOP Y4S2

TIME: 2 HOURS

DAY/DATE: THURSDAY 7/12/2017

2.30 P.M - 4.30 P.M.

INSTRUCTIONS:

- Answer Question ONE and any other TWO Questions.

QUESTION ONE

- (a) Distinguish between Resource Mobilization and fundraising. [4 Marks]
- (b) Resource Mobilization is a process that involves integrated concepts of organizational Management and development, Communicating and prospecting, and Relationship building. Discuss the principles that guide each concept. [16 Marks]
- (c) Discuss the importance of Monitoring and evaluation in resource Mobilization. [10 Marks]

QUESTION TWO

- (a) Resource Mobilization is critical for the sustainability of an organization. Explain the importance of resource Mobilization, stating the various areas of Sustainability. [12 Marks]
- (b) 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 firm's ability to mobilize resources. [8 Marks]

QUESTION THREE

- (a) The resource mobilization performance is measured by both Financial and non-financial factor. Discuss these factors. [10 Marks]
- (b) Interventions work to address the cause of the problem, not the effects of the problem. Discuss this statement in light of a proposal that can attract funding. [10 Marks]

QUESTION FOUR

(a) Discuss the importance of understanding philanthropy and donor psychology in relation to resource mobilization. [10 Marks]

(b) Explain the procedure to be followed in recruiting members who have common objectives for social good. [10 Marks]

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