

2428/201
RESOURCE MOBILIZATION, FUND RAISING
AND PROJECT MANAGEMENT
June/July 2022
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 'fund raising'. (2 marks)
(ii) Analyze five benefits of social media in fund raising. (10 marks)
- (b) Outline the four steps involved in the fund raising process. (8 marks)
2. (a) Describe five strategies used to retain donor support for community programmes. (10 marks)
- (b) Highlight five factors to consider when planning for fund raising. (10 marks)
3. (a) Describe five benefits of building partnerships in resource mobilization. (10 marks)
- (b) Analyze five challenges encountered in fund raising. (10 marks)
4. (a) Highlight six key components of a project proposal. (12 marks)
- (b) Explain four ways in which marketing may support fund raising for community based organizations. (8 marks)

SECTION B: PROJECT MANAGEMENT

Answer at least TWO questions from this section.

5. (a) Explain **five** benefits of involving stakeholders in project identification, formulation and design. (10 marks)
- (b) Highlight **five** roles of a project manager. (10 marks)
6. (a) Outline the **five** stages of the project management cycle. (10 marks)
- (b) The logical framework (log frame) approach is a process and tool that is used throughout the project cycle. Describe **five** limitations of the Log Frame Approach. (10 marks)
7. (a) Explain the meaning of each of the following terms as used in project management:
- (i) outcome; (2 marks)
 - (ii) impact; (2 marks)
 - (iii) milestones; (2 marks)
 - (iv) baseline. (2 marks)
- (b) Analyze **six** factors that contribute to a community's project sustainability. (12 marks)
8. (a) (i) Explain the meaning of the term 'project termination'. (2 marks)
- (ii) Describe **four** ways by which a project is terminated. (8 marks)
- (b) Outline **five** steps followed for effective management of project risks. (10 marks)

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