



# **MASENO UNIVERSITY**

## **UNIVERSITY EXAMINATIONS 2012/2013**

**SECOND YEAR FIRST SEMESTER EXAMINATIONS FOR  
THE DIPLOMA IN COMMUNITY DEVELOPMENT  
(CITY CAMPUS)**

**DDC 0116: FUND RAISING AND RESOURCE  
MOBILIZATION**

*Date: 15<sup>th</sup> July, 2013*

*Time: 2.00 – 4.00 p.m.*

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## **DIPLOMA IN COMMUNITY DEVELOPMENT**

### **DDC 0116: FUND RAISING AND RESOURCE MOBILIZATION**

**INSTRUCTION: Answer THREE Questions**

1. Discuss Fundraising Strategies used by development organizations.
2. (a) Define the term communication  
(b) Explain how communication helps in the mobilization of organizational resources
3. Managing donor relations in any community development project involves proper reporting and record keeping. Discuss.
4. (a) Define participatory monitoring and evaluation  
(b) Discuss how program evaluation can be used to fast track organizational activities
5. Differentiate between Fund Raising and Resource Mobilization