



**AMREF INTERNATIONAL UNIVERSITY
SCHOOL OF HEALTH SCIENCES
DEPARTMENT OF COMMUNITY HEALTH
BACHELOR OF SCIENCE IN COMMUNITY HEALTH
END OF SEMESTER EXAMINATIONS APRIL 2023**

Unit Code: CHP 333:
Unit Name: Resource Mobilization
Date: 13th April 2023
Time: TWO Hours
Start: 4.00 PM **Finish: 6.00 PM**

INSTRUCTIONS

1. This exam is marked out of 70 Marks
2. This Examination comprises of TWO Sections
3. This online exam shall take TWO Hours
4. Late submission of the answers will not be accepted
5. Ensure your web-camera is on at all times during the examination period
6. No movement is allowed during the examination
7. Idling of your machine for 5 min or more will lead to lock out from the exam
8. The Learning Management System (LMS) has inbuilt integrity checks to detect cheating
9. Any aspect of cheating detected during and or after the exam administration will lead to nullification of your exam
10. In case you have any questions call the Head of Department on Tel 0720573449
11. For adverse incidences please write an email to: amiu.examinations@amref.ac.ke

SECTION A: SHORT ANSWER QUESTIONS

ANSWER ALL QUESTIONS - 30 MARKS

1. Outline two reasons why organizations mobilize resources? (2 Marks)
2. Highlight four principles of partnership and resource mobilization (4 marks)
3. State TWO reasons why donors would fail to fund an organization (2 Marks)
4. Highlight four reasons for conducting a SWOT analysis in organization (4 marks)
5. Outline four challenges that organization face in resource mobilization (4 Marks)
6. Highlight TWO ways of conveying the impact of organization to the donor
7. Outline four ways of evaluating the success of fundraising events (4 Marks)
8. Highlight four factors to consider in fundraising (4 Marks)
9. Outline FOUR main components of effective resource mobilization (4 Marks)

SECTION B: LONG ESSAY QUESTIONS

ANSWER ANY TWO (2) QUESTIONS (40 MARKS)

10. Explain the following aspects in fundraising.
 - a. Legal (10 Marks)
 - b. Ethical (10 Marks)
11. The cycle of management operations within project cycle management is broken up into five phases. Discuss the FIVE phases (20 Marks)
12. Explain the steps of proposal writing for fundraising (20 Marks)