



AMREF INTERNATIONAL UNIVERSITY
SCHOOL OF PUBLIC HEALTH
DEPARTMENT OF COMMUNITY HEALTH
BACHELOR OF SCIENCE IN COMMUNITY HEALTH
END OF SEMESTER EXAMINATION DECEMBER 2024

CHP 333: RESOURCE MOBILIZATION

DATE: FRIDAY 6TH DECEMBER, 2024

TIME: TWO HOURS **START:** 4.30PM **FINISH** 6.30PM

INSTRUCTIONS

1. This exam is marked out of 70 marks
2. This Examination comprises TWO Sections

Section A: Compulsory Question (30 Marks)

Section B: Long Answer Questions (40 Marks)

3. All questions in Section A are compulsory
4. Answer any TWO questions in Section B

SECTION A: COMPULSORY (30 MARKS). SHORT ANSWER QUESTIONS

1. Describe the terms below:
 - a) Resource mapping (3 marks)
 - b) Fundraising strategy (3 marks)
 - c) Domestic Resource mobilization (3 marks)
 - d) Value creation as a key aspect of entrepreneurship (3 marks)
2. Explain how you can identify resources by leveraging on networks below:
 - a) Personal networks (4 marks)
 - b) Professional networks (4 marks)
 - c) Social media (4 marks)
3. Elaborate on three key tactics you can use in social media as a resource mobilization approach (6 marks)

SECTION B: ANSWER ANY TWO (2) QUESTIONS (40 MARKS). LONG ANSWER QUESTIONS

4. You have been tasked to develop a resource mobilization plan. Describe the four components you'll include in your resource mobilization plan (20 marks)
5. Discuss four key strategies for building sustainability in resource mobilization in community health projects (20 marks)
6. As a fundraising coordinator for a non-profit organization implementing a maternal health project in rural Kenya, discuss four challenges you can encounter while fundraising for this project (20 marks)