



MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year

SCHOOL OF ENVIRONMENT AND NATURAL RESOURCES MANAGEMENT

DEPARTMENT OF ENVIRONMENTAL SCIENCES

THIRD YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR

BACHELOR OF SCIENCE (COMMUNITY RESOURCE MANAGEMENT)

BACHELOR OF ENVIRONMENTAL STUDIES (COMMUNITY DEVELOPMENT)

ECD 321: RESOURCE MOBILIZATION AND ECONOMIC EMPOWERMENT

DATE: 23/3/2021

TIME: 8.30-10.30 AM

INSTRUCTIONS;

Answer question ONE and any other TWO questions

QUESTION TWO (30 MARKS)

- a) Explain strategic factors that non-profit organizations should consider when developing a resource mobilization strategy (10 marks)
- b) Discuss five factors that limit youth economic empowerment in Kenya. (10 marks)
- c) Describe the concept of “80-20 rule” in the context of resource mobilization (5 marks)
- d) Explain relevance of “80-20 rule” when selecting resource mobilization approaches. (5 marks)

QUESTION TWO (20 MARKS)

- a) Discuss the role of communication in resource mobilization. (10 marks)
- b) Describe five elements of a case statement in resource mobilization plan (10 marks)

QUESTION THREE (20 MARKS)

Suppose you are an expert working with a Community Based Organisation to mobilize resources for a community water project.

- a) Justify why you would focus on local sources of resources rather than from external donors (10 marks)
- b) Describe five challenges that you are likely to face in your work (10 marks)

QUESTION FOUR (20 MARKS)

Discuss the process and importance of conducting a situational analysis when coming up with a resource mobilization strategy

QUESTION FIVE (20 MARKS)

With appropriate examples, discuss five approaches that you would use to economically empower youth in your community