



OFFICE OF THE DEPUTY PRINCIPAL  
ACADEMICS, RESEARCH AND STUDENT AFFAIRS

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# UNIVERSITY EXAMINATIONS

## 2024/2025 ACADEMIC YEAR

FORTH YEAR SECOND SEMESTER MAIN - REGULAR  
EXAMINATION

FOR THE DEGREE OF BACHELOR OF  
ARTS IN COMMUNITY DEVELOPMENT

COURSE CODE: CMD 420

COURSE TITLE: PROPOSAL WRITING AND  
FUNDRAISING

DATE: \_\_\_\_\_

TIME: \_\_\_\_\_

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### INSTRUCTION TO CANDIDATES

- SEE INSIDE

THIS PAPER CONSISTS OF 3 PRINTED PAGES  
TURN OVER

PLEASE

**MAIN-REGULAR EXAMS**  
**CMD 420 : PROPOSAL WRITING AND FUND RAISING**  
**STREAM: CMD** **DURATION: 3 Hours**

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**INSTRUCTIONS TO CANDIDATES:**

- I. Answer Question ONE and any other TWO Questions.*
- II. Do not write on the question paper.*

**QUESTION ONE. COMPULSORY ( 30 MARKS)**

- a) Define proposal writing and fundraising, and explain their importance in organizational sustainability. **(6 marks)**
- b) Discuss the key components of a well-structured funding proposal, providing an example of each. **(6 marks)**
- c) Analyze the role of donor engagement and relationship building in successful fundraising. **(6 marks)**
- d) Explain how monitoring and evaluation (M&E) contribute to the success of funded projects. **(6 marks)**
- e) Identify and discuss common challenges in fundraising and suggest effective solutions. **(6 marks)**

**QUESTION TWO (20 MARKS)**

- a) Explain the critical components of a grant proposal. **(10 marks)**
- b) Discuss the role of a problem statement in a funding proposal and how it should be structured. **(10 marks)**

**QUESTION THREE (20 MARKS)**

- a) Discuss the importance of a detailed and realistic budget in proposal writing. **(10 marks)**
- b) Using a case study approach, demonstrate how data collection and analysis strengthen a proposal. **(10 marks)**

**QUESTION FOUR ( 20 MARKS)**

- a) Compare and contrast grant writing, corporate sponsorship, and crowdfunding as fundraising strategies. **(10 marks)**
- b) Evaluate the role of corporate social responsibility (CSR) in fundraising. **(10 marks)**

**QUESTION FIVE (20 MARKS)**

- a) Evaluate the impact of digital fundraising platforms in mobilizing resources for community projects. **(10 marks)**
- b) Critically discuss the key evaluation criteria used by donors when assessing project proposals. **(10 marks)**