



**MURANG'A UNIVERSITY OF TECHNOLOGY**  
**SCHOOL OF EDUCATION, HUMANITIES AND SOCIAL**  
**SCIENCES**

DEPARTMENT OF HUMANITIES

UNIVERSITY ORDINARY EXAMINATION

2023/2024 ACADEMIC YEAR

**FIRST YEAR SECOND SEMESTER EXAMINATION FOR BACHELOR OF**  
**EDUCATION (ARTS)**

CLM 404 – PUBLIC RELATIONS AND FUNDRAISING

DURATION: 2 HOURS

**INSTRUCTIONS TO CANDIDATES:**

1. Answer question one and any other two questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

**SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION**

**QUESTION ONE (30 MARKS)**

- a) Define the term fundraising. (2 marks)
- b) Explain three successful fundraisers identifying their causes and impact. (6 marks)
- c) Using relevant examples, explain five fundraising methods. (10 marks)
- d) Discuss the relationship between public relations and fundraising. (12 marks)

**SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION**

**QUESTION TWO (20 MARKS)**

- a) Discuss five qualities of an effective fundraising objectives. (10 marks)
- b) Describe the assumptions of the constituency model using a set of concentric circles. (10 marks)

**QUESTION THREE (20 MARKS)**

- a) Discuss three characteristics of fundraising donor identification. (6 marks)
- b) Discuss seven principles of professional ethics in fundraising. (14 marks)

**QUESTION FOUR (20 MARKS)**

- a) Explain the role of social media in a fundraising process. (10 marks)
- b) Explain five indicators used to provide insight in various aspects of fundraising process. (10 marks)