



**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU-27**

**M.S.W - IV SEMESTER**

**SEMESTER EXAMINATION: APRIL 2023**

**(Examination conducted in May-2023)**

**SWDS0321 – PROJECT PLANNING AND RESOURCE MOBILIZATION**

**(For current batch students only)**

Time- 2 ½ hrs Max Marks-70

This question paper contains **ONE** printed page and **THREE** parts

**Part - A**

**Answer any FIVE questions. 5 x 5 = 25**

1. What is a project proposal? Explain its components.
2. Explain the basic principles of fund raising.
3. What is ‘public relations’? What is the role of a social worker as a public relation officer?
4. What are the roles of government and non-governmental organisations in promoting rural development?
5. Explain the criteria to conduct a need assessment.
6. Write a note on Log frame analysis.
7. Explain the role of human resources in fund raising.

**PART - B**

**Answer any THREE questions. 3 X 10 = 30**

1. Write a note on the role of consultants in fundraising plans? What are the key elements in the evaluation of a fundraising plan?
2. What are the different fundraising modes? What are the ethics in fundraising?
3. Write a note on the output, outcome and Impact matrix. What is the importance of monitoring and evaluation tools?
4. Design a marketing plan for any social cause. Explain the process.
5. Write a note on project planning and highlight the importance of conceptual awareness in project planning.

**PART - C**

**Answer any ONE question. 1 X 15 = 15**

1. Develop a project proposal for a social issue that you find relevant today.
2. Explain in detail the various stages of a project cycle