Why did British leaders feel they needed to tighten their control over the American colonies?
British leaders felt the need to tighten control over their empire. To be sure, laws regulating imperial trade and navigation had been on the books for generations, but American colonists were notorious for evading these regulations. They were even known to have traded with the French during the recently ended war. From the British point of view, it was only right that American colonists should pay their fair share of the costs for their own defence. If additional revenue could also be realised through stricter control of navigation and trade, so much the better. Thus the British began their attempts to reform the imperial system.

Who did successive PM's Bute and Grenville feel should shoulder the cost of paying for the North Americans defence?
The North Americans themselves and they did so through the Sugar, Stamp, etc Acts.

What is the connection between this debate and the Pontiac Rebellion?

What was the 1763 Proclamation?
The 1763 proclamation was issued by George III in an attempt to defuse the Pontiac Rebellion, it gave all the land west of the Appalachia to the Indians as a peace settlement.

What measures did Grenville impose to increase American revenue?
The Sugar Act, also known as the American Revenue Act, was a revenue-raising act passed by the British Parliament in April, 1764. Taxes from the earlier Molasses Act of 1733 had never been effectively collected, largely due to colonia evasion as the molasses trade grew. By reducing the tax's rate by half and then expanding measures to enforce the act, the British hoped that the more reasonable tax could be effectively collected.

Why did Americans react with such anger against these measures?
These incidents increased the colonists' concerns about their rights as British citizens, and the intent of the British Parliament to more directly rule the colonies. These concern helped the growing movement of colonial resistance that became the American Revolution. Coupled with prior infringements on American rights.

How is John Wilkes connected with this debate?
Wilkes was a political dissident who had fled Britain to evade arrest. During the outcry against the Townshend duties, he returned to London to run for Parliament in 1768. He was elected, but denied his seat and jailed. A mass movement grew up in Britain and the colonies in support of Wilkes, and when he was finally released in 1770, he was hailed by one Boston celebration as "the illustrious martyr of liberty."

How effective was the American opposition to the measures imposed in 1764?
Prior to the passage of the Stamp Act there was a lack of cohesion in opposition to the measures being imposed upon Americans and as such it was seen as being a fairly ineffective movement,

What is the Stamp Act?
The Stamp Act was passed by the English Parliament in 1765, imposing the first direct tax on the American colonies, to offset the high costs of the British military organization in America. Thus for the first time in the 150 year old history of the British colonies in America, the Americans will pay tax not to their own local legislatures in America, but directly to England.