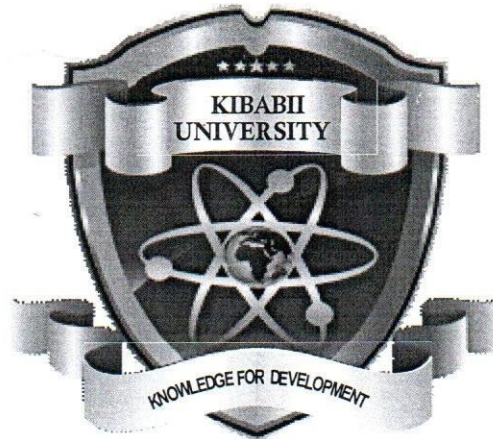


16

KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

**2019/2020 ACADEMIC YEAR
THIRD YEAR SECOND SEMESTER
SPECIAL/SUPPLEMENTARY EXAMINATION**

FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: BCM 357E

COURSE TITLE: MARKETING OF NON PROFIT ORGANISATION

DATE: 17/02/2021

TIME: 2.00 – 4.00PM

INSTRUCTION TO CANDIDATES

- 1) The paper contains FIVE questions
- 2) Attempt THREE questions
- 3) Question ONE is Compulsory

TIME: 2 Hours

KIBU observes ZERO tolerance to examination cheating

QUESTION ONE

You are employed as a marketing manager in a non-profit organization of your choice;

- a) Prepare a marketing plan for the a non-profit organization (10 mks)
- b) Explain five reasons why non-profit organization can be considered a brand (10 mks)
- c) Describe different sources of donor funds for non-profit organization (10 mks)

QUESTION TWO

- a) Explain the specific marketing challenges facing management of Non-profit organizations (10 marks)
- b) With examples, describe the reasons leading to failure of non- profit organizations (10 marks)

QUESTION THREE

- a). Identify and explain four stakeholders of non-profit organizations (10 marks)
- b). Explain how marketing for non-profit organizations affects its performance (10 marks)

QUESTION FOUR

- a). Describe five roles of non- profit organizations in community development (10 marks)
- b). With relevant examples, explain the use of brand marketing of public educational institutions (10 marks)

QUESTION FIVE

- a). With specific examples, describe four challenges of marketing religious charity foundations (10 marks)
- b). Explain five methods of marketing in Public health services. (10 marks)