

KIBABII UNIVERSITY



UNIVERSITY MAIN EXAMINATION

2020/2021 ACADEMIC YEAR

THIRD YEAR SECOND SEMESTER

FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: BCM 357E

**COURSE TITLE: MARKETING OF NON PROFIT
ORGANIZATION**

DATE: 07/10/2021 TIME: 9.00 – 11.00AM

INSTRUCTION TO CANDIDATES

1. Answer Question **ONE** (Compulsory) and **ANY OTHER TWO** Questions
2. Candidates must hand in their answer booklets to the invigilator while in the examination room
3. Credit is given for legibility, clarity and use of relevant examples
4. Question **ONE** is **30 marks** while Questions 2-5 carry **20 marks** each
5. Clearly write your **Registration Number** on each answer sheet used.

TIME: 2 Hours

KIBU observes ZERO tolerance to examination cheating

QUESTIONS: SECTION A

QUESTION ONE (30 MARKS)

- a. Outline five key functions of a Non-Profit Manager in an organization.
(10mks)
- b. What are the five common characteristics of a Nonprofit organization?
(5mks)
- c. Outline why marketing still remains a great challenge in a Non-Profit Organization?
(3mks)
- d. Define four main roles of a Non-Profit Organizations to national development (8mks)
- e. Differentiate between products and services
(4mks)

QUESTIONS: SECTION B

QUESTION TWO

An organization is a group of people who work together, like a neighborhood association, a charity, a union, or a corporation. It can also refer to a system of arrangement or order, or a structure for classifying things. Differentiate between Profit and Nonprofit organization
(20mks)

QUESTION THREE

Marketing activities intends to creates, communicate, deliver, and exchange offerings that have value to target customers, clients, partners, and society at large. Discuss common marketing platforms Non-Profit organizations uses to communicate to its client.

(20mks)

QUESTION FOUR

- a. No organization can develop an effective strategy without knowing its customer. For Profit Organizations, it is easy to identify the customers and know who they are exactly. But for NPOs, identifying the customers are considerably more confusing. Citing a practical example, discuss the consumer groups for Non-Profit Organizations. **(12mks)**
- b. Nonprofit can be grouped based on their field of interest. Discuss four National Taxonomy classification of codes. **(8mks)**

QUESTION FIVE

- a. Discuss common promotional challenges Kenyan Public health facilities face in marketing their services **(10mks)**
- b. Describe five key characteristics of a performing Non-Profit Organization. **(10mks)**