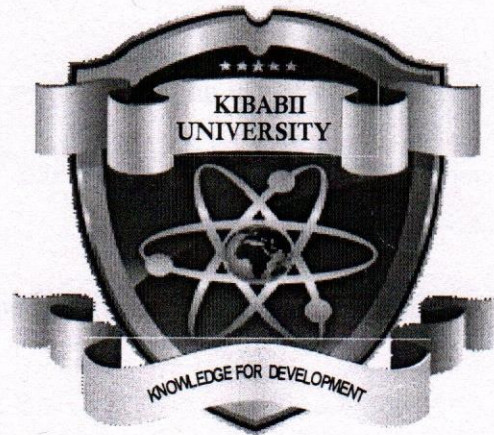


KIBABII UNIVERSITY

10



**UNIVERSITY EXAMINATIONS
SPECIAL/SUPPLEMENTARY EXAMS**

2016/2017 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER

FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: BCM 357E

COURSE TITLE: MARKETING OF NON PROFIT ORGANISATION

DATE: 21ST SEPTEMBER 2017

TIME: 11.30AM – 1.30PM

INSTRUCTIONS TO CANDIDATES

Answer Question ONE (compulsory) and ANY OTHER TWO questions

QUESTION ONE

1a) Nonprofit refers to a type of business which is organized under rules that forbid the distribution of profits to owners.

Explain the key roles played by the following in a nonprofit organization (10 marks)

1 b) The ability to mobilize and engage volunteers and all other staff in a nonprofit requires good organization.

Explain the organizational and program development in a nonprofit organization (10 marks)

- Clients
- Board
- Board chair
- Committees
- Executive director
- Volunteers

1c (i) What are the challenges of introducing social marketing into a nonprofit organization? (4marks)

2a) The most fundamental quality of an effective nonprofit is clarity about its mission.

What are the marketing functions that are key to a nonprofit organization? (10marks)

2b) The ability to mobilize and engage volunteers and all other staff in a nonprofit requires good organization.

Explain the organizational and program development in a nonprofit organization (10 marks)

3a (i) What are the challenges of introducing social marketing into a nonprofit organization? (4marks)

3 a(ii) Social marketing provides a strategic approach for changing peoples' attitudes and encourage behavior change.

What are the benefits of social marketing? (6 marks)

3b) Nonprofit managers must engage in fundraising in order to meet the fiscal needs of their organization. Explain the basic sources of funding in the nonprofit sector (10 marks)

4a) Media exposure is an excellent way to get some great local or regional coverage and promote your organization.

Discuss guidelines that will enhance the interaction when connecting with a reporter whether for print media, radio or TV (10 marks)

4b) Nonprofits which clearly and consistently share their vision with the community, enjoy various benefits.

Discuss the benefits enjoyed by such organizations (10 marks)

5a) Nonprofit organizations are categorized into various groups.

By giving examples of each, enumerate the major groups in which nonprofits are categorized (10 marks)

5b) Running a high impact nonprofit organization can earn you a place in history as someone who effected meaningful and lasting change in the world.

Explain why nonprofit organizations have become increasingly important (10 marks)