



**FACULTY OF BUSINESS MANAGEMENT**  
**END OF SEMESTER EXAMINATIONS - APRIL 2025**

**PROGRAMME: BBA**

**YEAR/SEM: YEAR 3/SEMESTER 2**

**COURSE CODE: MKT 3205**

**NAME: MARKETING THE NON-PROFIT ORGANIZATION**

**DATE: 2025-04-22**

**TIME: 9:00AM-12:00PM**

**INSTRUCTIONS TO CANDIDATES:**

1. Read the instructions very carefully
2. The time allowed for this examination is STRICTLY three hours
3. Read each question carefully before you attempt and allocate your time equally between all the Sections
4. Write clearly and legibly. Illegible handwriting cannot be marked
5. Number the questions you have attempted
6. Use of appropriate workplace examples to illustrate your answers will earn you bonus marks
7. Any examination malpractice detected will lead to automatic disqualification.

**DO NOT WRITE ANYTHING ON THE QUESTION PAPER**

## **Section A THE CASE STUDY IS COMPULSORY NUMBER, IT CARRIES (40 MARKS)**

### **Question 1:**

A charity will market to its donors and the general public. 'Marketing' will mean the importance of a good image and a high reputation for the efficiency and effectiveness of its management, and the ability to help the cause or causes with which it is concerned. A charity may be product orientated in the sense that its management believes it knows what the donors and the recipients of the charity want. There may be details of how the charity will spend its money, but these will be mainly directed at the management efficiency of the organization rather than the needs of the recipients.

In contrast, a marketing-orientated charity will not only seek to be efficient but will also actively seek the views of its donors and recipients when possible: a charity for the blind can ask blind people what they want while a charity for animals cannot ask for the views of its recipients, but it can spend its money for the sake of the animals and not for unnecessary bureaucracy. Marketing may mean public relations, marketing research and care. The overall image of the charity will depend on the cause it is supporting and the image the public has of this. Much will depend on the people working for the charity, both full-time and part-time workers; that is, the people directly involved with the donors and the recipients. Some charities employ marketing or public relations specialists but they will still depend heavily on the work of the paid and voluntary staff.

A charity receives most of its income from donors with the objective that the money raised will be spent on the declared objective of the charity in the best possible way.

A charity will emphasise the results of its work, whether this is with the objective of relieving famine, providing for the disabled or carrying out research into an illness. It will also report on the proportion of its money spent on administration as against the proportion spent on its main objectives. A charity will want qualitative results taken into account to show the success it has had in, for example, improving the quality of life of the recipients of its services.

The chief executive of a charity should be interested in marketing because it is through this activity that money is raised and the objectives of the charity are realised. The chief executive can provide leadership in achieving the objectives through a range of activities, which together can be seen as part of the marketing effort. This culminates in the 'point of sale', which in a charity is the point at which donors contribute money to the charity. Responsibility for the 'sale' will depend on paid and voluntary staff dealing directly with the public and through other marketing activities such as advertising. **REQUIRED :-**

**(a)** 'There are many Similarities between running a business and running a public authority, but there are also some crucial differences' (John Harvey-Jones) What do you think are the crucial similarities and differences? **(15 Marks)**

- (b) According to the case study above, Who are the customers in marketing for non Governmental organizations and what are the reasons why the charity organizations exists **(10 Marks)**
- (c) What is the role of charity organizations in the community? **(15 marks)**

## **Section B ATTEMPT (03) QUESTIONS ONLY ( 60 MARKS)**

### **Question 1:**

- (a) With relevant examples, explain how marketing is used to raise funds for charitable organizations **(10 Marks)**
- (b) Fund raising results are tied to the capacity to communicate to donors and persuade them to donate. on the basis of the above statement, explain the steps to be followed to raise the funds. **10 Marks)**

### **Question 2:**

Using an example of any nonprofits organization that work with the homeless children. Explain how you can develop a possible market segmentation approach for potential donors to that organization. Estimate the size of the total market and the number in each segment. **(20 Marks)**

### **Question 3:**

Competitions are inevitable in any business. on the premise of this statement describe any seven types of competitions in public and Non-Profit Organization. **(20 Marks)**

### **Question 4:**

- Select any two Non-profit organizations of your choice, and consider the following:
- (a) Explain the best proposal elements they are required in the communication package when they seeking for donations?**(10 Marks)**
- (b) Describe how volunteers assist nonprofit organizations in achieving their marketing objectives. **(10 Marks)**

### **Question 5:**

- (a) With relevant examples, explain why Non-profit organization use branding, to achieve their marketing objectives. **(10 Marks)**
- (b) what is a unique value proposition? And why is it very important to non profit organization. **(10 Marks)**

**Question 6:**

- (a) Explain how they can use segmentation to reach the targeted audiences **(10 Marks)**
- (b) Describe the conditions or requirements or criteria which must exist before the process of market segmentation can be effectively carried out. **10 Marks)**