



# **KIBABII UNIVERSITY COLLEGE (KIBUCO)**

## **MAIN CAMPUS**

**UNIVERSITY EXAMINATIONS  
2014 /2015 ACADEMIC YEAR**

**THIRD YEAR FIRST SEMESTER EXAMINATIONS**

**MAIN EXAMINATION**

**FOR THE DEGREE**

**OF**

**BACHELOR OF COMMERCE**

**COURSE CODE: BCM 357E**

**COURSE TITLE: MARKETING OF NON-PROFIT ORGANISATIONS**

**DATE: 15<sup>TH</sup> JANUARY 2015**

**TIME: 11.30-1.30 P.M**

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**INSTRUCTIONS TO CANDIDATES:**

Answer Question ONE and any other Two Questions

TIME: 2 Hours

### **QUESTION 1 (30 MARKS) COMPULSORY**

- (a) Define non-profit organization (4 marks)
- (b) Briefly discuss the various types of non-profit organizations giving relevant examples. (10 marks)
- (c) Discuss the major theories regarding the reasons why non-profit organizations exist in today's society. (15 marks)

### **QUESTION 2 (20 MARKS)**

Discuss the roles of non-profit organization in National development (20 marks)

### **QUESTION 3 (20 MARKS)**

Write short notes on the following

- (a) Key customers of non-profit organizations (5 marks)
- (b) Differentiating marketing for non-profit organizations (5 marks)
- (c) Marketing to donors (5 marks)
- (d) Marketing to Funders (5 marks)

### **QUESTION 4**

- (a) Briefly discuss the various classifications of non-profit organization giving relevant examples (10 marks)
- (b) Discuss the important functions of non-profit organizations (10 marks)