



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER**

**SCHOOL OF BUSINESS & ECONOMICS
BACHELOR OF SCIENCE IN PROJECT
PLANNING AND MANAGEMENT**

**COURSE CODE: BPM 1203
COURSE TITLE: MANAGEMENT OF
NONPROFIT ORGANIZATIONS**

DATE: 18 APRIL, 2019

TIME: 8:30AM - 10:30AM

INSTRUCTIONS TO CANDIDATES

- 1) Answer **Question One** and **any other three**.
- 2) Question **One** carries a total of **25 marks**. All other questions carry **15 marks each**.
- 3) **DO NOT WRITE ANYTHING ON THE QUESTION PAPER.**

This paper consists of 2 printed pages. Please turn over.

QUESTION ONE (*Compulsory*)

(a) Discuss the characteristics of the nonprofit sector that make its management different from the management of organizations in the government or business sectors. (10 marks)

(b) A local NGO has contracted you to guide it in developing its 5-year Strategic Plan. Describe the process that you will follow. (15 marks)

QUESTION TWO

Using relevant examples, explain the importance of marketing to a nonprofit organization. (15 marks)

QUESTION THREE

You have been invited to facilitate in a seminar for Monitoring and Evaluation officers. Explain what you will cover in the session "*Purpose of Project Evaluation*". (15 marks)

QUESTION FOUR

Using relevant examples discuss the fundraising techniques that are commonly used by grassroots communities in Kenya. (15 marks)

QUESTION FIVE

Delegation is a skill that is learned with practice. Using relevant examples, explain the measures that managers should take to improve on their delegation skills. (15 marks)

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