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)

//END