



# **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  
10:30AM**

**TIME: 8:30AM -**

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## **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**