

**UNIVERSITY OF SWAZILAND
INSTITUTE OF DISTANCE EDUCATION
B. ED. (ADULT EDUCATION) YEAR IV**

FINAL EXAMINATION, DECEMBER 2014

TITLE OF PAPER: MANAGING THE NON-PROFIT ORGANISATION

COURSE CODE: IDE-BAE 426

WEIGHT: 100 MARKS

TIME ALLOWED: THREE (3) HOURS

INSTRUCTIONS:

- 1. ANSWER ALL QUESTIONS FROM SECTION A.**
- 2. ANSWER ANY TWO (2) QUESTIONS IN SECTION B.**
- 3. ANSWERS SHOULD BE WRITTEN IN THE EXAMINATION BOOK PROVIDED.**

**THIS PAPER SHOULD NOT BE OPENED UNTIL PERMISSION HAS BEEN GRANTED
BY THE INVIGILATOR**

SECTION A

Question 1

What problems is a non-profit organisation likely to encounter if its mission statement is not well defined? [25 marks]

Question 2

How would you determine whether an organisation is a non-profit organisation or a for-profit organisation? [25 marks]

SECTION B

Question 3

- a) Define the Market Orientation Philosophy [5 marks]
- b) How does the application of the Market Orientation Philosophy in a non-profit organisation differ from that of a for-profit organisation? [20 marks]

Question 4

What is the ACHIEVE MODEL? Why do managers use it to improve performance in an organisation [25 marks]

Question 5

Explain how the Balanced Scorecard can be used as a Strategic Planning Model in a non-profit organisation [25 marks]

Question 6

Explain how the following factors contribute to organisational performance:

- I. Organisational structure
- II. Knowledge
- III. Human resources
- IV. Strategic positioning [25 marks]