

**UNIVERSITY OF SWAZILAND**  
**INSTITUTE OF DISTANCE EDUCATION**  
**BACHELOR OF EDUCATION (ADULT EDUCATION)**  
**YEAR IV**  
**FINAL EXAMINATION PAPER, 2017**

**TITLE OF PAPER:** MANAGING THE NON-PROFIT ORGANIZATIONS

**COURSE CODE:** IDE-BAE 426

**TIME ALLOWED:** THREE (3) HOURS

**INSTRUCTIONS:**

1. ANSWER ALL QUESTIONS IN SECTION "A"
2. ANSWER ANY TWO (2) QUESTIONS FROM SECTION "B".
3. ANSWERS SHOULD BE WRITTEN IN THE ANSWER BOOKLETS PROVIDED.
4. DO NOT WRITE ON THE QUESTION PAPER.

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

**SECTION A**

**QUESTION 1**

An effective mission statement of any organization focuses on markets rather than products. Explain. [25 marks]

**QUESTION 2**

Explain, through examples, how the four pillars of marketing concepts can influence the development of a non-profit organization. [25marks]

**SECTION B**

**ANSWER ANY TWO QUESTIONS FROM THIS SECTION**

**QUESTION 3**

Examine the importance of the latest trends in the non-profit organizations. [25marks]

**QUESTION 4**

Discuss the difference or differences between a profit and a non-profit organization. [25 marks]

**QUESTION 5**

Is client influence always weak in a non-profit organization? Explain. [25 marks]