

UNIVERSITY OF ESWATINI
INSTITUTE OF DISTANCE EDUCATION
BACHELOR OF EDUCATION (ADULT EDUCATION)
YEAR 1V
FINAL EXAMINATION PAPER, 2018

TITLE OF PAPER: MANAGING THE NON-PROFIT ORGANIZATIONS

COURSE CODE: IDE-BAE 426 (1)

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

The Balance score card is a management tool used by management of any organisation to achieve their strategic objective. Explain with examples how a non-profit organization can utilise the balance score card approach to achieve their strategic objective. [30 marks]

QUESTION 2

What are the main differences between profit and non-profit organizations? [20 marks]

SECTION B

ANSWER ANY TWO QUESTIONS FROM THIS SECTION

QUESTION 3

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

QUESTION 4

Is client influence always weak in a non-profit organization? Explain by giving examples whether you agree or disagree with the statement. [25 marks]

QUESTION 5

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