

UNIVERSITY OF ESWATINI
INSTITUTE OF DISTANCE EDUCATION
BACHELOR OF EDUCATION (ADULT EDUCATION) LEVEL 3 / YR 4
MAIN EXAMINATION NOVEMBER, 2019

PAPER TITLE: MANAGING THE NON-PROFIT ORGANISATION
COURSE CODE: AED329 / BAE426
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 BOOKLET PROVIDED.**
- 4. DO NOT WRITE ON THE QUESTION PAPER.**

THIS PAPER SHOULD NOT BE OPENED UNTIL PERMISSION IS GRANTED BY THE INVIGILATOR

SECTION A

QUESTION 1

Explain how the Balance Scorecard can be used as a Strategic Planning Model in a non-profit organisation. [30 marks]

QUESTION 2

Describe the latest new trends which non-profit organization must follow in order to maintain their funding. [30 marks]

SECTION B

QUESTION 3

An effective mission statement of any organization focuses on markets rather than products. Explain. [20 marks]

QUESTION 4

How would you determine whether an organization is a non-profit organization or for-profit organization? [20 marks]

QUESTION 5

What do you understand by the term market concept? Explain the four pillars of the market concept. [20 marks]