



CENTRAL UNIVERSITY

FAITH • INTEGRITY • EXCELLENCE

SUPPLEMENTARY EXAMINATION, 2018/19

CENTRAL BUSINESS SCHOOL

DEPARTMENT OF MARKETING

CBMK 307: NOT-FOR-PROFIT MARKETING (LEVEL 300)

MAY, 2019

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

INSTRUCTIONS

Answer THREE (3) questions in SECTION A

Answer ALL questions in SECTION B

COURSE LECTURER: CYNTHIA A. BULLEY

SECTION A: ANSWER THREE (3) QUESTIONS ONLY

1. Explain the characteristics of a target-audience centred not-for-profit organization
(25Marks)
2. Argue in favour of the proposition that the Catholic Church is a not-for-profit organization.
(25 Marks)
3. With specific reference to social/ not-for-profit marketing, how would you explain the marketing mix (8Ps) taking into account the peculiar nature of not-for-profit marketing? (25 Marks)
4. The issue of cigarette smoking has generated a raging debate in Ghana for the past three decades. Identify and explain the major tools and tactics that public advocacy can deploy to deal with this public health menace that cigarette smoking creates (25 Marks)
5. (a) Explain the four levels of understanding target-audience behaviour. (10 Marks)
(b) Explain the myths preventing not-for-profits from conducting marketing research? (15 Marks)

SECTION B: ANSWER ALL QUESTIONS.

1. Comparing non-profit organizations to for-profit organizations, which of the following statements is not correct?
 - A. With not-for-profit 'products', there is typically a weaker unique selling proposition.
 - B. In the not-for-profit environment, it may be necessary to develop a campaign to drive behaviour in all targets rather than a specific audience.
 - C. The mission statement of non-profit organizations usually revolves around being the best in a particular sector.
 - D. Price has different connotations in not-for-profit situations.
2. Which of the following is not a key characteristic of not-for-profit organizations?
 - A. Multiple stakeholders.
 - B. Revenue orientation.
 - C. Multiple objectives.
 - D. Transparency.
3. Which of the following is not an example of non-profit marketing?

- A. Political marketing. B. Cause marketing. C. Event marketing. D. Public-sector marketing.
4. Vodafone Health Line and Health Call Centre, has partnered with GLICO Health Care (Health Insurance Department) to launch the Vodafone Health Call Centre to increase access to free medical consultation. Though a CSR strategy for Vodafone, it is leading in the 'cause' for health for all in Ghana. This marketing activity is referred to as:
- A. Organization marketing.
 - B. Person marketing.
 - C. Cause-related marketing.
 - D. Place marketing.
5. A Fairtrade scheme is an example of a _____.
- A. Business enterprise.
 - B. Public sector.
 - C. Campaigning organization.
 - D. Social enterprise.
6. What are the three main forces that a marketing manager needs to consider when marketing a governmental agency?
- A. Social, economic and political.
 - B. Social, environment and political.
 - C. Stakeholders, economic and political.
 - D. Social, economic and public.
7. Which of the following is not one of the key features of propaganda?
- A. One-way communication.
 - B. Research defined concept of audience wants.
 - C. Evangelical.
 - D. Language used to aim at instilling minority grievances.
8. Which of the following is not one of the reasons why non-profit organizations frequently do not value their beneficiary customers?
- A. They have extensive research programme to identify customers' needs.
 - B. They exist in a monopolistic situation.
 - C. The demand far outstrips supply.
 - D. A lack of market segmentation activity exists.
9. The matrix used to analyze stakeholders for non-profit organizations is based on two variables: the level of interest and _____.
- A. the level of threat
 - B. the number of trustees
 - C. the level of power
 - D. the level of activities

10. The _____ have become important areas for generating campaign finance and grassroots support, particularly in the US and have also become the battleground of political campaigning efforts in elections around the world.
- A. internet and social media
 - B. polling
 - C. advertising
 - D. lobbying
11. Which of the following is important in pressure group campaigning?
- A. Publicity.
 - B. Fundraising activity.
 - C. Philanthropist.
 - D. Market segmentation.
12. The global environmental organization Greenpeace campaigns against nuclear policy globally is an example of: _____.
- A. propaganda
 - B. cause related marketing
 - C. Face-to-face donation solicitation.
 - D. public affairs campaigns
13. Cause-related marketing should be used as part of a wider _____.
- A. Mission statement
 - B. KPI strategy
 - C. CSR strategy
 - D. CRM strategy
14. According to the Stakeholder Power/Interest Matrix, Group A represents those with _____ and _____; these are key stakeholders that need to be continuously engaged.
- A. high in interest and low in power
 - B. low in interest and high in power
 - C. high in interest and high in power
 - D. low in interest and low in power
15. Second Cup Coffee, one of the major coffee chains in Ghana, has set up the Second Cup Foundation, which is funded through different mechanisms, such as store fund raising activities and annual contribution from Second Cup. Its aim is to provide access to education for children of coffee-growing communities. This is a good example of _____.
- A. organization marketing
 - B. cause-related marketing
 - C. service marketing
 - D. place marketing

16. The 'Full Stop!' campaign launched in 1999 by the National Society for the Prevention of Cruelty to Children (NSPCC), to stop cruelty to children, is a powerful example of the use of _____ in its fundraising.
- A. partnerships
 - B. cause-related marketing
 - C. emotional appeal
 - D. event
17. A _____ is a business with primarily social objectives whose surpluses are principally reinvested for that purpose in the business or in the community, rather than being driven by the need to maximise profit for shareholders and owners.
- A. social enterprise
 - B. charity
 - C. service-based organization
 - D. public sector
18. Government health departments encourage people to quit smoking by running a smoking control campaign supported through mass media. This is an example of:
- A. Polling.
 - B. Government regulation.
 - C. Social marketing campaign.
 - D. E-government.
19. Political parties use marketing to provide citizens and voters with information on current and potential political programmes for running the nation. Which of the following is not the aim of political campaign run by political parties:
- A. Increase of population.
 - B. Improvement of social cohesion.
 - C. Democratic participation.
 - D. Citizen belongingness.
20. Political marketing can be seen as a marketing-propaganda hybrid. This is particularly the case, but not exclusively so, in Ghana, where _____ is widespread, using 30-second and 15-second advertising spots, including online, to pour out malicious attacks on political opponents.
- A. negative campaigning
 - B. social marketing campaign
 - C. political campaigning
 - D. positive campaigning