



**CENTRAL
UNIVERSITY
COLLEGE**

CENTRAL BUSINESS SCHOOL

NOT -FOR-PROFIT MARKETING (SBMK307)

LEVEL 300 RE-SIT EXAMINATIONS

2016/17 ACADEMIC YEAR

Session: MORNING, EVENING, & WEEKEND.

DATE:

STUDENT INDEX NO:.....

INSTRUCTIONS

Answer ANY FOUR questions. ALL QUESTIONS CARRY EQUAL MARKS

Time: 3 hours.

Course Examiner Joshua Doe

1. Explain the stages of change the potential not for profit customer must go through for them to embrace a new idea of moving.. *(25 marks)*
2. Using the BCOS factors as a template, discuss the factors that will drive behaviour of a little "Kayayo" who must be influenced to embrace change *(25 marks)*
3. Discuss the four levels of understanding that a Not-For Profit marketer should have of the potential target audience if it wants to be effective in changing attitudes of the target audience. *(25 marks)*
4. Unlike business organizations where individual shares are raised, Not -For -Profits organizations do not float shares in the open market to raise funds for their activities. What are the sources of funds available to them? *(25 Marks)*
5. Competitive advantage in a Not- For Profit organisation can best be achieved with an effective knowledge management system. Mention and explain the four sub-systems in an organisation knowledge management system. *(25 marks)*
6. Discuss five reasons why business executives need to study Not- For- Profit marketing. *(25 marks)*