

CENTRAL UNIVERSITY

CENTRAL BUSINESS SCHOOL

**NOT-FOR-PROFIT MARKETING
LEVEL300**

COURSE CODE : SBMK 307

**END OF FIRST SEMESTER EXAMINATIONS
2016 / 2017**

MATAHEKO / MIOTSO

DATE: JANUARY, 2017

INSTRUCTIONS:

Answer Question (one) 1 and any other three (3) Questions

TIME : THREE (3) HOURS

COURSE LECTURERS:

Mr. Joshua Doe and Mr. Peter Anabila

1. A research institute has created several alerts about the dangers of child abuse. Most people do not pay attention to these alerts because the news does not please them, or is threatening to their way of life. Explain five ways in which the organization can overcome this selective attention among its target audience? *(20 marks)*

2. As part of a rebranding exercise of the Central University, you have been appointed as the public relations manager to ensure that the University achieves a good image among its publics. Outline and explain the eight steps in the strategic public relations approach involved in creating and maintaining a good relationship with the publics of CU.
(20 marks)

3. Most value offering of Not-for-profit organizations are services, and therefore are heterogeneous, inseparable, intangible and perishable. Explain four ways in which not-for-profit organization such as a church, can manage the characteristics of their services?
(20 marks)

4. Mrs. Alukoto wants to influence her only son who is 35 years old and irresponsible, to begin to make responsible choices.
 - a. Identify and explain the factors that can drive the change in her son *(8 marks)*.

 - b. Mr. Alukoto returns from the UK to meet his wife trying to change the son's behavior. The wife accuses him of not understanding their only son. Identify the levels of understanding that Mr. Alukoto could have of their son and his behavior.
(12 marks)

5. One of the reasons advanced by experts to explain why some nonprofit organizations fail is that they are often organization centred as opposed to being **target audience centred**. Discuss five symptoms of an organization-centred NGO and five possible ways by which such an NGO can be become more target-audience centred. *(20 marks)*.

6. a. Once a market is segmented, the organization has four major ways of targeting the segments. Identify and explain these targeting strategies. *(8 marks)*

b. Identify and explain the steps in developing a communications strategy for a target audience *(12 marks)*