



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT

EXAMINATION PAPER

COURSE CODE : CBM403
COURSE TITLE : MANAGING NON PROFIT MAKING ORGANISATIONS
DURATION : 3 Hours
LEVEL : 4.1
DATE : 2021

ZIMBABWE EZEKIEL GUTI UNIVERSITY
EXAMINATIONS OFFICE

12 AUG 2021

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INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Question 1 is a **Compulsory** Case study.
3. Answer any **THREE (3)** questions from section 2.
4. Begin each question on a new page.
5. The number of marks for each question or part question is shown in brackets []

SECTION 1

Compulsory

Case Study 5: Marketing the Right Messages

Sharon is the president of a public relations and marketing company that is in its 10th year of business. The company has a wide range of clients in the government, in private businesses, and in the nonprofit sector. It provides media strategies, designs and develops media campaigns, and advises companies with their marketing plans.

Recently, she negotiated a contract with a local nonprofit making organization interested in creating a media campaign to address domestic abuse and violence issues in disadvantaged communities. The nonprofit making organization provides transitional housing, mental health services, and counseling and education to women and children seeking safety from their abusers. Residents are primarily women and children, of which 87% are African, 10% are Hispanic, and 3% are Asians.

The nonprofit making organization wants to reach out to the Hispanic and Asian communities. They want to provide information and education, and create awareness in the communities about their services. Felicia, the executive director, described to Sharon what they have already done as an organization and the challenges they have encountered. She identifies these challenges as English language barriers, trust issues working with an organization not in their community, and different ways that the cultures respond to domestic violence and abuse issues. Felicia wants a campaign that will break these barriers and give the organization an opportunity to begin working with Hispanic and Asian communities.

Sharon's company has never worked on a media campaign such as the one presented to her. Although they have done campaigns and advised on strategies in the social services field, the topic of domestic abuse and violence, especially in Hispanic and Asian communities, is new to her and her employees. She is not worried about reaching the African community, since she is from that community and has been successful in creating a variety of strategies and campaigns.

She knows that her employees will need to do some research before creating media messages that speak to the Hispanic and Asian markets. She is up for the challenge and thinks this project will expand the company in a new and exciting direction. In addition, it will help her staff improve their knowledge and work with the diverse communities within their city.

1. Discuss how can Sharon and her employees to help market this non profit making organization to fund raise them to carry out their work? **[20 Marks]**
2. Explain the long term marketing management strategies and dimensions that can be used by Sharon and her employees are aware of when marketing this nonprofit making organization to with Hispanic and Asian communities? **[20 Marks]**

SECTION 2

Question 2

Examine the Human resource management approaches implemented by a Country director of an International Non-profit making organisation, when recruiting for Finance Director who is based in Zimbabwe such as Red Cross. [20 Marks]

Question 3

Discuss and apply any change management model that can be used during Covid 19 Pandemic, as it relates to the working environment of a diverse non-profit making organisation workforce and volunteers. [20 Marks]

Question 4

Examine the management functions that a Zimbabwean Marketing manager of a GBV non-profit making organisation has to daily engage, when marketing their organisation in Zimbabwe during Covid 19 Pandemic [20 Marks]

Question 5

“Fund raising results are tied to the capacity to communicate to donors and persuade them to donate” Based on the above statement.

Explain Four (4) different processes of monitoring and evaluating a local fund raising initiative of a Harare based non-profit making organisation. [20 Marks]

Question 6

Discuss any **eight (8)** human resources problems confronted by non-profit making organization registered in Zimbabwe during Covid 19 Pandemic. [20 Marks]

[TOTAL MARKS 100]

*****END OF PAPER*****