



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 : 2022

14 FEB 2022

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 []

25 35 pm

SECTION 1

CASE STUDY: A NOT-FOR-PROFIT ORGANIZATION

“Our board has asked if we could have done this campaign without an outside firm and my CEO and I say no. Convergent brought us outside experience and expertise we didn’t have. The timing of our campaign did not make things easy, and our project director was nothing short of amazing. It felt like he was a part of our staff. He helped us close the door and solidify large commitments that were crucial to our campaign.”

-Horton Hobbs, VP of Economic Development.

The Chamber was looking to fund the delivery of their 2020-2024 strategic initiatives designed to accelerate regional economic growth when the COVID-19 pandemic brought the world to a halt.

QUESTION ONE

“How do you continue fundraising when your community is in various stages of recovery”?

Discuss the advantages and disadvantages of this strategic initiative during Covid 19 in above case.

[Marks 40]

(Total 40 Marks)

SECTION TWO

QUESTION TWO

Explain all the steps you need to, in order to start a non-profit making organisation in Zimbabwe? Give practical Examples.

[20 Marks]

QUESTION THREE

Examine the marketing management of a public charity?

Chose an organisation-of your own choice.

[20 Marks]

QUESTION FOUR

Describe the differences between a “non-profit” and an “NGO”?

[20 Marks]

QUESTION FIVE

“How do I ensure my donation is spent on the non-profit’s mission, not overheads costs”?

Discuss the financial management implications of the above statement.

[20 Marks]

QUESTION SIX

A local non-profit making organisation is seeking to recruit talented outreach officers”.

Explain the whole recruitment process.

[20 Marks]

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