



# THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

**A. M. E. C. E. A**

**MAIN EXAMINATION**

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**AUGUST - DECEMBER 2016 TRIMESTER**

**FACULTY OF COMMERCE**

**DEPARTMENT OF MARKETING AND MANAGEMENT**

**ODEL PROGRAMME**

**CMM 312: MANAGING NON-PROFIT ORGANIZATIONS**

**Date: DECEMBER 2016**

**Duration: 2 Hours**

**INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions**

Q1. Members of your community have approached you for consultancy services about nonprofit organizations.

Required:

- i) Analyze to them the characteristics of nonprofit organizations. **(10 marks)**
- ii) Discuss with them the application of Porter's forces in creating a nonprofit organization. **(10 marks)**
- iii) Discuss with them the ethical issues in nonprofit organizations. **(10 marks)**

Q2. a) Discuss the guiding principles for good financial management systems in nonprofit organizations. **(10 marks)**

b) Discuss the benefits of coming up with a strategic planning for nonprofit organizations. **(10 marks)**

Q3. a) Analyze the importance of a mission statement in a nonprofit organization. **(10 marks)**

b) Describe the components of a mission statement in nonprofit organizations. **(10 marks)**

- Q4. a) Discuss the process of starting a nonprofit organization. **(10 marks)**
- b) Analyze what makes a good Board for nonprofit organizations. **(10 marks)**

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