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Unit-II

4. Why do all non-profit organisations have to face volatile reception when they commence marketing/de-marketing on social issues? Elaborate with an example. 10
5. What communication strategy will you develop at the time of educating a closed society? Explain with reference to population control. 10

Unit-III

6. Under what situations, should non-profit organizations charge services? Illustrate with examples. 10
7. What are the risks involved for the corporate and the NPOs when entering into social alliances with each other? Apart from corporate issue promotion and joint issue promotion what are various types of cause related marketing options available? Is cause related marketing a desirable trend? 10

Unit-IV

8. What key marketing factors will you explore at the time of setting up a leprosy home? How will you avail financial assistance for the same? 10
9. What communication strategys should Gramin Vikas bank adopt for penetrating uneducated farmers 10

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(Printed Pages 4)

Roll No. _____

MS-3092

M.B.A. (Fourth Semester) Examination, 2015

MARKETING FOR NON-PROFIT

ORGANIZATIONS

(MM-413)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer five questions in all. Question No.1 is compulsory. Attempt one question from each unit.

1. Read the following case and answer the questions that follow:

Dear Nancy,

Over the past year, our organization has developed several communication channels- website, print newsletter, mailed funding appeals, print outreach materials, phone system on-hold messages, an annual report, advertising in local papers, etc. As our communications grow, our need for a style guide is increasingly apparent.

We don't have a guide at all now, and are chal-

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lenged by the fact that we operate five sites in total of three municipalities. in addition, staff members-from health educators of social workers- occasionally create their own out-reach materials because they need the materials ASAP. We don't want to hold them up by going through a huge administrative process but we do need to be consistent.

Thanks for any tips.

Debbie Grammer, MPH
Development Specialist
WHSI-Wake Health Services, Inc.,
A Community Health Center

Dear Debbie,

Thanks for asking. The challenge you describe-how to make the most out of your organization's marketing outputs, from different sites and staff members, conveyed via a range of media-is a common one. My advice? Create a strong organizational brand and make sure it's used consistently across departments, site and marketing outputs, both print and online.

The challenge of course is how to creat that

(3)

high-impact brand and make sure that it is applied according to defined standards in print and online marketing materials to diverse audiences, by all marketing material creators without inhibiting the power of personal voices.

Nancy

Questions: 10×3

- (a) Outline the challenges faced by an NPO such as WHSI inc. to uniformly communicate its brand using different channels.
- (b) Suggest internal mechanism, policy and procedures for communication creation process in WHSI Inc.
- (c) Assume yourself in the role of Nancy, an NPO consultant. What additional specific advice you would give to Debbie regrading marketing of the above NPO?

Unit-I

- 2. Why have the non-profit organizations become the need of a progressive society? 10
- 3. Explain how societal and de-marketing have become the central pivotal point of a non profit organisation. 10