INSTRUCTIONS TO THE CANDIDATES

- All the questions are compulsory and **MUST** be answered.
- Use only **PEN** for writing answers. Writing in Pencil is not allowed except for diagrams.
- Double answers will not carry any marks.

Advanced Diploma-Marketing

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<td>31-03-2016, Thursday</td>
<td>12.00 – 02.00 P.M.</td>
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TOTAL MARKS SECURED IN WORDS

Marked by : 
Signature : 
Date : 

Verified by : 
Signature : 
Date : 
I. TRUE or FALSE QUESTIONS (Darken the box for the correct answer) (Suggested time: 20 mins)

(8 X 1 = 8 Marks)

1. Non-profit organizations do not have owners, they have controlling members or boards.

2. The non-profit corporation exists to earn and re-distribute taxable wealth to employees.

3. Calculating the value of an event frequently is difficult in NPO.

4. Managing people is very easy at events because non-profits usually rely on volunteers.

5. The quality of customer service is not the same in private sector and public sector.

6. Among the 4P’s of marketing, Non-Profit Organization depends heavily on “place”.

7. Huge secondary data is available in NPO, due to large amount of research conducted in this area.

8. The non-profit organization seeks to make the best match between use of its resources and the needs of its customers.
II. MULTIPLE CHOICE QUESTIONS
(Suggested time: 20 mins)

(8 X 1 = 8 Marks)

Choose the correct answer by ticking the letter-box at the right side.

1. Which of the following does not belong to the nature of non-profit organization?
   a) Intangibility
   b) Inseparability
   c) Homogeneity
   d) Perishability

2. Which of the following does not belong to social services organization that provides human and social services to a community?
   a) Youth welfare
   b) Services for the handicapped
   c) Services for elderly
   d) Mental health and crises intervention

3. Which of the following is political and legal factor affecting the nonprofit organization?
   a) Business cycle
   b) Provisions for the dissolution of the entity
   c) Distribution of income
   d) Research and development activity
4. The social initiative that is most traditional of all corporate initiatives, representing direct contribution by a corporation to a cause is known as___________________.

   a) Corporate Social Marketing
   b) Corporate philanthropy
   c) Corporate Volunteering
   d) Corporate Cause-Related Marketing

5. The basic weakness of this approach is, it leads to a changing level of marketing expenditure each year, making it difficult to attain consistent long-run results.

   a) Competitive based method
   b) Affordable method
   c) Percentage of revenue method
   d) Objective and task method

6. The pricing in which the theatre group can offer unsold tickets at half price on the day of the performance:

   a) Promotional pricing
   b) Varying costs across segments
   c) Cost oriented pricing
   d) Competition oriented pricing
7. Identify from the following which criteria NPO’s will not consider to measure their profits:

   a) Level of customer satisfaction
   b) Brand recall amongst the society
   c) Area of operation
   d) Number of prospects solicited

8. The concept in which dynamic NPO initiators with a strong vision to operate the project try to retain control over the organization is known as ________________.

   a) Clients Syndrome
   b) Volunteers syndrome
   c) Founders syndrome
   d) Donors syndrome

III. Fill in the blanks (Suggested time: 15 mins) (4 x 1 Mark = 4 Marks)
(Note: marks will be deducted for spelling mistakes)

1. ___________________________ refers to the recruitment and retention of volunteers.

2. It is recognized that ________________ are critical to the success of NPO operations.

3. A corporation which supports the development and implementation of a behaviour change campaign to improve public health, safety and environment is known as ________________

4. ____________________________ pricing strategy, in which a nonprofit organization will maintain its list price but introduce “price specials” in order to stimulate increased buying.
IV. SHORT ANSWER TYPE QUESTIONS
(Suggested time: 30 mins)

(4X4= 16 Marks)

1. “Fund raising results are tied to the capacity to communicate to donors and persuade them to donate” on the basis of the above statement, explain the steps to be followed to raise the funds.

   (4 Marks)

   Answer:
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2. What is “percentage of revenue method” and “objective & task method” of budgeting for marketing expenditure of NPO?

   (4 Marks)

   Answer:
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3. Describe any eight problems faced by non-profit organizations.  

(4 Marks)

Answer:

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4. Explain any eight problems in applying marketing principles and techniques for Non Profit Organizations.  

(4 Marks)

Answer:

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V. LONG ANSWER TYPE QUESTIONS
(Suggested time: 30 mins)

(2X7= 14 Marks)

1. “Competitions are inevitable in any business” on the premise of this statement describe any seven types of competitions in public and Non-Profit Organization. (7 Marks)

Answer:

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2. Assume that you are starting a non-profit organization with your friends, to help the orphans for making their life better in Nizwa. For assuring the long-term survival of the organization and to persuade the donors for donating money, suggest the following pricing methods to be implemented in your organization.
   a. Explain cost oriented pricing with an example
   b. Varying costs across segments pricing with an example.  

   (7 Marks)

Answer:

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