

Time: 2 Hrs and 30Minutes

Marks: 75

Q-1. A. Fill in the blanks choosing the correct alternatives. (Any 8) (8)

1. Non-profit organization are commonly known as _____. (Non Government Organisation, Non Corporation organization, Public organization, Government organization)
2. _____ is a systematic process of deciding key decision for an organization to thrive successfully in the future years. (HRM planning, Strategic planning, Organizing, Marketing)
3. Membership organization that form to advance a specific set of beliefs or to reach specific goals or objectives are called as _____. (Social Advocacy organization, Social change organization, Social firms, Foundations)
4. _____ organizations provide free and low-cost services, such as computer training for children's. They receive funding from the public. (Public Charities, Social Advocacy organization, Social firms, Foundations)
5. _____ is a process where future income and expenditure are decided in order to re-organize the expenditure process. (Positioning, Budgeting, Processing, Listing)
6. _____ involves different cost accounting methods that have the goal of improving business cost efficiency by reducing costs. (Positioning, Cost Management, Processing, Listing)
7. _____ is an important function of most nonprofit organizations. (Advocacy, Selling, Marketing, Production)
8. _____ is the first stage of fund raising cycle. (Cultivation, Marketing, Identification, Communication)
9. Projects are exhaustive both in terms of time and resources but do not add any value to the NGO are called as _____. (Live ducks, Closure, Star projects, Dead ducks)
10. Community based organizations are also known as _____. (Community organization, Grass-roots organization, Community root organization, Community grass-root organization)

Q.1. B. State whether the following statements are True or False:(Any7) (7)

1. Strategic planning does not involve senior team members and the board members of the organization.
2. Projects are exhaustive both in terms of time and resources but do not add any value to the NGO are called as Dead ducks.

3. Word of mouth does not help in promotion.
4. Every non-profit organization is part of a larger community, a citizen of society.
5. Budgeting is a process where future income and expenditure are decided in order to re-organize the expenditure process.
6. The bottom-up approach to budgeting does not adopts a more inclusive approach towards the budgeting process.
7. Well-designed promotion mix is crucial for brand building and positioning.
8. The sender or the Communicator is the person who initiates the conversation.
9. The core objective of any Non-profit organisation is social responsibility towards the planet.
10. CSR Strictly speaking does not imply charity, Sponsorship or Philanthropy.

Q.2.A Elaborate Marketing and communication for Fundraising (8)

Q.2.B. What is Non-Profit Organization? Explain its Features. (7)

OR

Q.2.C. Discuss the Various stakeholders in Non-Profit Organisation. (8)

Q.2.D. Explain Principles of Strategic planning of Non-Profit Organisation. (7)

Q.3.A. Explain in brief the Stages of Market Segmentation. (8)

Q.3.B. Describe the process of Budgeting. (7)

OR

Q.3.C. Explain in detail Marketing Mix of Non-Profit Organisation. (15)

Q.4.A. Explain the Various types of Promotion strategy in Non-Profit Organisation. (8)

Q.4.B. Discuss different steps in Communication process. (7)

OR

Q.4.C Discuss the various Elements of Integrated Marketing Communication. (8)

Q.4.D. Explain the Fundraising Cycle in detail. (7)

Q.5.A. What is CSR? Discuss the Evolution of CSR. (8)

Q.5.B. Identify different types of Non-Governmental Organization. (7)

OR

Q.5. Write a short note on:(Any Three) (15)

1. SWOT Analysis
2. Positioning
3. CSR
4. Advocacy
5. Vision