

Time: 2 Hrs and 30Minutes

Marks: 75 Marks

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

1. \_\_\_\_\_ is a systematic process of deciding key decision for an organization to thrive successfully in the future years. (HRM planning, Strategic planning, Organizing, Marketing)
2. 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)
3. \_\_\_\_\_ 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)
4. A \_\_\_\_\_ is a group of people with similar needs who are part of your whole market. (Segment, Tribe, Cluster, Positioning)
5. \_\_\_\_\_ allows to create financial controls that allow the organization to set spending limits and will attempt to keep costs in line with revenues. (Positioning, Budgeting, Processing, Listing)
6. The \_\_\_\_\_ approach to budgeting adopts a more inclusive approach towards the budgeting process. (Top- Down, Bottom-Up, Cross functional, Intra department)
7. \_\_\_\_\_ is simply getting people to be supportive of the objective of your organization. (Fundraising, Appealing, Buying, Selling)
8. \_\_\_\_\_ compasses all the tools in the marketing mix whose major role is persuasive communication. (Promotion, Selling, Pricing, Product)
9. \_\_\_\_\_ refers to the knowledge, skills and values of the people delivering that particular service. (Product, People, Place, Process)
10. \_\_\_\_\_ NGO arise out of people's own initiatives. (Social, Regional, Communal, City wide)

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

1. Regional NGOs arise out of people's own initiatives.
2. Word of mouth does not help in promotion.
3. Every non-profit organization is part of a larger community, a citizen of society.
4. Budgeting also allows to create financial controls they allow the organization to set spending limits and will attempt to keep costs in line with revenues.
5. A service is produced and consumed at the same moment.
6. The marketing mix is integral part; it helps in building a new service or campaign or fundraising product.
7. The Promotion Mix is one of the 4Ps of Marketing Mix.
8. Feedback does not play an important role in communication.
9. The company should not give preference to the local area and areas around it where it operates, for spending the amount earmarked for CSR activities.

10. Every public sector or private sector company that fulfils certain criteria has to spend 2% of its net average profit of the immediately preceding five years.

Q.2.A. What is Non-Profit Organization? Explain its Types. (8)

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

OR

Q.2.C. Describe features of Non-Profit Organisation. (8)

Q.2.D. Elaborate Marketing and communication for Fundraising. (7)

Q.3.A. Explain in brief the Approaches of Budgeting process. (8)

Q.3.B. Explain the Pricing Mix in Non-profit organisation. (7)

OR

Q.3.C. Explain in detail Marketing Mix of Non-Profit Organisation. (8)

Q.3. D. Elaborate the concept of Positioning. Explain its Process. (7)

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

Q.4.B. Discuss different types of Advocacy. (7)

OR

Q.4.C. Discuss the various element in Communication process. (8)

Q.4.D. Explain the Principles of Fundraising. (7)

Q.5.A. What is CSR? Discuss the Current Trends in India. (8)

Q.5.B. Elaborate Features of Companies act with special reference to CSR. (7)

OR

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

1. Portfolio Analysis
2. Targeting
3. Fund raising
4. NGO
5. Mission

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