

Total No. of Questions : 5]

PD-2712

[6430]-48

M.B.A.

**GE-UL-18-311 : MANAGEMENT OF NON PROFIT ORGANISATION**

**(2019 Revised) (Semester - III)**

*Time : 2 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *All questions carry equal marks.*

**Q1) Define the following (any 5) :**

**[5 × 2 = 10]**

- a) Memorandum of Association.
- b) Society Registration Act.
- c) Non-Profit leadership.
- d) Mission statement of organisation.
- e) Volunteer management.
- f) Donor Marketing.
- g) Conflict of Interest.
- h) Sustainable Business model.
- i) Public Relations.
- j) Non Profit organisation.

**Q2) Answer any two :**

**[2 × 5 = 10]**

- a) What is the primary mission of a non-profit organisation & how does differ from profit organisation?
- b) What are the primary factors that influence the growth of sustainability of non-profit organisation?
- c) Explain the role of executives in non-profit organisation and how their leadership and management skills contribute to the effectiveness.

**P.T.O.**

**Q3) a)** Discuss the essential skills and abilities required for a leader in a non-profit organisation. **[10]**

OR

b) Explain the significance of sales promotion & public relations for non-profit organisation.

**Q4) a)** Illustrate the importance of decision making leadership & strategic planning abilities that contribute to an organisation long term success.

**[10]**

OR

b) What is the role of non-profit organisations board of director's & why is it crucial for the organizational success?

**Q5) a)** Define Governance and Explain the role of board of Governance in an Indian non-profit organisation. **[10]**

OR

b) Examine the critical aspects of managing financial resources in an Non-Profit organisation.

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