



NGO MARKETING
MARCH 2023
MOCK EXAMS
<p>Time: 5:30PM – 8:30PM</p> <p>Date: 31 May</p> <p>Three hours duration</p> <p>The Mock will be 3 hours in duration.</p> <p>The mock has TWO Parts.</p> <p>Part 1 is worth 40% of the total marks available.</p> <p>Part 2 is worth 60% of the total marks available.</p>
<p>You are required to give your answers in the GSM answer book provided. Do not repeat the task in your answer but show clearly the number of the task attempted on the appropriate pages of the answer book. Please start each task on a new page.</p> <p>Rough work and notes must be written in the answer book or on supplementary sheets and must be clearly identified.</p>



SECTION A (Compulsory)

CASE STUDY:

Stop Neonatal Deaths Project

1.0 Introduction

Neonatal death is defined as the death of a baby within 28 days of life. Neonatal mortality rates remain unacceptably high in many parts of the world. Annually, an estimated 2.4 million newborns die within the first 28 days of birth, which is approximately 6,700 neonatal deaths occurring per day.

2.0 Neonatal deaths in the Northern Region of Ghana

The Northern Region of Ghana is the largest of the ten regions in Ghana, with a population of 2.86 million. The region has seen a rise in the number of health professionals and an influx of nongovernmental organizations (NGOs) in the past decade. For example, in 2021, there were 175 doctors and 5,643 nurses that were working in the Northern Region. Additionally, a total of 281 government health facilities, including 183 Community-Based Health Planning and Services (CHPS) compounds were established or expanded to serve the population.

Although a lot of work has been done to reduce neonatal deaths, it is estimated that 287 babies die within the first 28 days of birth. A percentage which is still high as at the end of 2021. Hitherto, the number of deaths of babies within the first 28 days of birth, was reported at 643. Ghana is part of the United Nations and in signing up to achieve the Sustainable Development Goals (SDGs) by 2030, it has committed to reduce neonatal mortality to less than 12 neonatal deaths per 1,000 live births by 2030.

3.0 Causes of Neonatal deaths

The major causes of neonatal mortality are preterm birth complications, intrapartum related events and infections. Most of these deaths are preventable with timely health interventions. Neonatal infection, preterm birth, low birth weight, and birth asphyxia are known leading causes of neonatal deaths worldwide. Asphyxia and prematurity are mainly responsible for neonatal deaths within the first week of life in the northern region. Studies have shown that maternal characteristics, including age and education, place of delivery and type and time of initiation of breastfeeding are associated with neonatal mortality. Since the risk factors and causes of neonatal mortality differ with availability, access and quality of health care is crucial.



4.0 Interventions made to curb neonatal deaths in Northern Region of Ghana

Improvements in quality healthcare have occurred at all levels, from health clinics offering primary care to the regional hospital offering tertiary level care. Facilities without NICUs have focused on keeping preterm newborns warm through the promotion of Kangaroo Mother Care. Both policymakers and health workers discussed that facilities placed a heavy emphasis on resuscitation practices, with increased training for health workers and increased availability of supplies for neonatal resuscitation.

5.0 The role of NGOs in curbing social issues in Ghana

It is a known fact that NGOs often undertake long term developmental goals/projects. They contribute to development projects by adapting to local context through involving local stakeholders; private enterprises; acting as gatekeepers of government in developmental activities by enforcing accountability and efficiency; and contributing real content of concepts through concrete action (Ulleberg, 2009). Over the years, NGO's have attracted the attention of most western donors, as efficient channels of development. Compared to the bureaucratic and ineffective government to government project-based aid.

An international NGO has responded to the plight of Benaba NGO in the Northern Region to support their course to stop neonatal deaths in the region. The first phase of the "Stop Neonatal Deaths Project" is expected to commence in the third quarter of 2023 to 2026. Feasibility studies have already been completed and project planning and implementation actions are underway for execution. Benaba NGO is a registered NGO in Ghana comprising three Board of Trustees, a Managing Director, a Project Coordinator and a Finance Officer.

6.0 Conclusion

With less than ten years to end the SDGs, unless the characteristics of neonatal deaths are clearly understood and the factors contributing to these deaths established, planning appropriate community level interventions is extremely difficult. Determining the true burden of neonatal mortality, the causes of those deaths, and their characteristics using reliable community level data is, therefore, crucial to implementation and monitoring progress towards set goals.

Questions

You have recently been employed as the Marketing Coordinator on the "Stop Neonatal Deaths Project". You have been asked to present a proposal to the Board of Trustees:

- a. Discuss three strategies Benaba NGO can use to obtain local funds to support the project **(8)**
- b. Critically discuss the stakeholders for implementing the Stop Neonatal Deaths Project **(12 marks)**
- c. Prepare a marketing plan for the implementation of the Stop Neonatal Deaths Project **(20 marks)**

(Total 40 Marks)

SECTION B (ANSWER ANY THREE QUESTIONS)

Essay Type Questions

1. You are the Marketing Manager of Royal Heritage NGO in Kumasi in Ghana. You have been invited to give a presentation to first year marketing students at KNUST on NGO Marketing. Prepare Speaking Notes/ Presentation to:

- a. Compare and Contrast NGO Marketing and Marketing for Profit Organisations **(8 marks)**
- b. Demonstrate your knowledge on the types of NGOs that exist and how important they are in society to guide the students in developing passion for NGO marketing **(12 marks)**

(Total 20 marks)

2. A rural community in Ghana that sends children 20 kilometers away to draw water everyday received a donation of mechanized borehole within 200 meters walk from the Member of Parliament of that region. The borehole was vandalized in less than one week after commissioning. The police were called in to issue arrest of suspected culprits. Interrogations revealed that, sending children away to draw water 20 kilometers away, accorded fathers and mothers some hours of a private life out of the small and overcrowded huts.

As a Marketing Consultant recruited to advise the Member of Parliament on his acts of charity, Prepare a Report:

- a. In the context of NGO Marketing, discuss why the borehole vandalized **(8 marks)**
- b. Prepare a communications action table on the best approach to engage with stakeholders. **(12 marks)**

(Total 20 marks)

3. You are part of the Marketing team of a new NGO set up to promote contraceptive use among teenage mothers. You have been asked to produce a Report that:

- a. Evaluates the concept of stakeholder Engagement **(6 Marks)**
- b. Discusses one model that can be used to engage with your identified stakeholders and the actions you will take at each stage **(14 marks)**

(Total 20 marks)

4. You are a consultant engaged to provide marketing insights to a non-governmental project aimed at providing portable drinking water to a local community in a galamsey-riden area. Prepare a proposal that:

- a. Demonstrates the importance of NGO Marketing Publics to a project **(8 marks)**
- b. Discusses the 5-step research process you will use to gain the marketing insights for the project, explaining the actions you will take at each step **(12 marks)**

(Total 20 marks)

5. It takes 20 years to build a brand and five minutes to ruin it. If you think about that, you will do things differently - Warren Buffet. As a newly employed Marketing Manager of a local NGO, prepare a proposal in the context of this quotation that:

- a. Critically evaluates the concept of “**expected versus perceived service**” in branding and reputation management. **(5 marks)**
- b. Discusses the notion that “the branding cycle is essential to build and monitor NGO brands “**(15 marks)**

(Total 20 marks)