



**UNIVERSITY OF JOHANNESBURG**  
**NOVEMBER ONLINE SUPPLEMENTARY**  
**EXAMINATION 2020**

<b>Qualification</b>	<b>HONOURS SOCIAL POLICY</b>
<b>Subject Title</b>	DEVELOPING OF COMMUNITY BASED ORGANISATIONS AND ECONOMIC DEVELOPMENT
<b>Subject Code</b>	<b>CDL3BB3/3B21</b>
<b>Marks</b>	<b>100</b>
<b>Lecturer Name</b>	Ditlhake, Kefilwe Hadebe Mthobisi Dr Mbazima Mathebane
<b>Paper Title</b>	
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<b>Due Date</b>	<b>21 October 2020</b>

<b>Student Number</b>	
<b>Surname (optional)</b>	
<b>First Names (optional)</b>	

I, (your student number)

declare that this exam assignment is my own original work. Where secondary material has been used (either from a printed source or from the internet), this has been carefully acknowledged and referenced in accordance with departmental requirements. I understand what plagiarism is and am aware of the Department's policy in this regard.

## **INSTRUCTIONS FOR THE SUBMISSION OF YOUR EXAM PAPER**

1. Answer all the questions.
2. Exam papers must be submitted by **midnight** on the **due date** indicated above. We will, however, accept submissions up until 5am the following day without penalty.
3. Make every effort to type your exam answer in **MS Word** and upload the paper to **Blackboard**. You will find a link on the menu (on the left of your screen) called "EXAM" which has a Turnitin submission link.
4. Please **email** the exam answer to Hadebe Mthobisi and Ditlhake Kefilwe using the email address provided above.
5. If you do not have a device on which to type your assignment, we will accept a neatly **handwritten** exam paper. Please use the attached guidelines: "How to scan and submit handwritten assignments". Please email such submissions to the email address provided above. Please include a word count for each question.

### **QUESTION 1**

This is the story of our NGO so far, though I will say that it is only recently that we claim to be an NGO. We have been working with older people for about 4 years. Everything came out of the pity we had, seeing older people suffering. We started in our main village by paying regular visits to them, discussing about their concern and, the heyday of their life. We brought them food they liked which could not be found in our village. We brought them clothes against the cold, we brought them medicine and helped them to read the directions for the use of medicines they got. We were encouraged in these activities by some other people who came to help by giving food (rice, oil), clothes and other useful things. We were six founder members. Then we started work with young people who were not able to complete their higher studies and who had settled in the village. Then, more and more, our action spread to the neighbouring villages. It is only recently that we learned that other organisations around the world had the same interests as us and saw the necessity and the use of legalising our NGO. Now we face the problem of having different views of what we should be doing. Some among us think we need to build community houses for older people. Others, including myself, think that we should keep older people in their own houses and assist them there.

### **QUESTIONS**

**Explain what is a marketing plan and design a marketing plan for this emerging NGO?**  
**[100]**

**[100]**

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