

CERTIFICATE IN NGO MANAGEMENT (CNM)

Term-End Examination

December, 2014

**BMS-001 : INTRODUCTION TO NGO
MANAGEMENT**

Time : 2 hours

Maximum Marks : 50

(Weightage : 70%)

*Note : Attempt **any five** questions. All questions carry **equal** marks.*

1. Discuss the PESTLE framework and its relevance for NGOs.
2. Enlist the major issues which NGOs need to address while making decisions. Describe **any two** of them.
3. Explain the need for good governance in NGOs.
4. Write short notes on :
 - (a) Elements of Strategic Plan
 - (b) Organizational Audit
5. Prepare a checklist to analyze the strengths and weaknesses as regards an NGO's marketing, finance and operations areas.
6. Explain the structure of a long report.

7. What do you understand by core competencies and capacity building with reference to NGOs ?
 8. Discuss the types of verbal communication. Also explain the characteristics of effective verbal messages.
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