

CERTIFICATE IN NGO MANAGEMENT

Term-End Examination

December, 2015

BMS-002 : MANAGEMENT FUNCTIONS

Time : 2 hours

Maximum Marks : 50

Note : Answer any five questions. All questions carry equal marks.

1. Discuss some tax relief measures for NGOs. Enlist the documents required under section 80G. **10**
2. What are the final accounts prepared for NGO's ? List out content of a Balance Sheet. **10**
3. List the five marketing concepts and explain the "Societal Concept". **10**
4. Identify some salient components of social marketing. "Discuss the role of Behavioural change" in social marketing. **10**
5. Write short notes on the following : **10**
 - (a) Project Management success factors
 - (b) Project scheduling

6. Describe the various stages of project life cycle. 10
 7. What are the various methods of fund raising for NGOs ? Explain. 10
 8. How a charitable organisation can generate income internally ? Explain using suitable examples. 10
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