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BMS-001

**CERTIFICATE IN NGO MANAGEMENT
(CNM)**

Term-End Examination

December, 2020

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

Time : 2 Hours

Maximum Marks : 50

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

1. Define an 'NGO'. Why do we use the term 'non-government' ? Explain giving examples. 10
2. Explain the following : 5 × 2 = 10
 - (a) The opportunity and threat matrix
 - (b) The opportunity matrix
3. Discuss the influence of women literacy on the social environment and its impact on NGOs. 10
4. List and explain any **six** problems of NGOs. 10

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5. What are the different elements of a strategic plan ? Explain them with respect to NGOs. 10
6. Discuss the concept of core competency and capacity building with respect to any NGO. 10
7. List and explain the principles of communication. 10
8. Explain the use of mobile phones as an important tool of communication by NGOs. 10