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BMS-002

CERTIFICATE IN NGO MANAGEMENT
(C. N. M.)

Term-End Examination

December, 2020

BMS-002 : MANAGEMENT FUNCTIONS

Time : 2 Hours

Maximum Marks : 50

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

1. Elaborate upon the importance and application of any *two* to the process of accounting : $5 \times 2 = 10$
 - (a) Receipt and Payment accounts
 - (b) Income and Expenditure accounts
 - (c) Trial Balance
 - (d) Balance Sheet

2. Define 'Trust' as per Indian Trusts Act, 1882. Also list out the conditions under which trusts are eligible for registration. 10

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3. Explain the six P's of marketing, drawing examples from any *one* service industry. 10
4. Elaborate upon *five* components of service marketing. 10
5. What are the different stages of the project life cycle ? Explain any *four* in brief. 10
6. Discuss the importance of S-curves in project management. 10
7. List *five* methods available for fund-raising to NGOs. Detail any *two*. 10
8. Suppose you want to develop a project proposal. Explain, what factors you will incorporate into your checklist for developing the proposal. 10