

CERTIFICATE IN NGO MANAGEMENT

Term-End Examination

June, 2013

BMS-002 : MANAGEMENT FUNCTIONS

Time : 2 hours

Maximum Marks : 50

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

1. What are the ways in which a trust can be registered ? How a trust can be registered under State Society's Act. 10
2. List out the different final accounts prepared by a non-governmental organisation and list out the items in a Balance Sheet 10
3. Explain the difference between social marketing and commercial marketing. Name a company which adopted social marketing for behavioural change. 10
4. Write short notes on : 10
 - (a) Marketing Mix
 - (b) Non-formal Education and Development

5. What factors are responsible for success of a project ? Explain the importance of project planning ? **10**
 6. What is monitoring and Evaluation ? Explain the importance of preparing periodical reports. **10**
 7. List and Explain different components of a project proposal guide. **10**
 8. Explain different methods available for NGO's to raise funds. **10**
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