

00025

CERTIFICATE IN NGO MANAGEMENT

Term-End Examination

June, 2017

BMS-002 : MANAGEMENT FUNCTIONS

Time : 2 hours

Maximum Marks : 50

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

1. Define a trust. Differentiate between a trust and a society giving examples. 10
2. What is budget ? Elaborate your understanding about 'Budgetary Control' in the context of NGO. 10
3. Define marketing. Explain its importance in a developing economy. 10
4. Discuss the role of NGO in the crucial area of literacy and development. 10
5. Describe the critical success factors for Project Management. 10
6. Discuss the various criteria used for measuring the performance of the implementation of a project. 10

7. Outline the information which needs to be incorporated in a project proposal. 10
8. Write short notes on **any two** of the following : 10
- (a) Social Marketing
 - (b) Adult Education
 - (c) Double Entry Book keeping
-