

00315

**CERTIFICATE IN NGO MANAGEMENT**

**Term-End Examination**

**June, 2018**

**BMS-002 : MANAGEMENT FUNCTIONS**

*Time : 2 hours*

*Maximum Marks : 50*

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

---

---

1. List and explain two essential elements of a Trust. Also identify the important contents of a trust deed. **10**
2. How are financial transactions classified under the double entry book-keeping system. Also list the rules of debit and credit associated with each. **10**
3. Explain the utility of a budget, firstly as a tool of planning, and secondly as a control tool. **10**
4. What do you understand by the term marketing mix ? Explain the four basic elements that comprise the marketing mix. **10**
5. 'Social marketers need to be change agents'. Comment upon the preceding statement, highlighting how a change agent role becomes prominent in case of NGOs. **10**

6. What is project identification and definition ? 10  
Explain.
  7. State the fundamentals for project network 10  
construction. Explain any three.
  8. What sources are commonly used by NGOs for 10  
raising funds ? Elaborate upon the two most  
common sources.
-