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**BMS-002**

**CERTIFICATE IN NGO MANAGEMENT  
(CNM)**

**Term-End Examination**

**June, 2020**

**BMS-002 : MANAGEMENT FUNCTIONS**

*Time : 2 Hours*

*Maximum Marks : 50*

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*Note : (i) Answer any five questions.*

*(ii) All questions carry equal marks.*

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1. Describe the following : 5 each
  - (a) The Golden Rule of Journal Entry.
  - (b) Role of the Journal and the Ledger in Accounting.
2. Explain budgetary control. List and briefly explain any *two* techniques of budgeting. 10
3. List and outline the six P's of marketing. Also state the difference between marketing and selling. 10

P. T. O.

4. How has literacy been defined by UNESCO ?  
Sketch out a literacy project for an NGO  
activity in a slum area. 10
5. What is the utility of a feasibility study in  
project management ? 10
6. What is implied by the term 'Critical Activities'  
and why is it important to know about them ?  
10
7. Write short notes on any *two* of the following :  
5 each
- (a) Fund-raising campaigns
  - (b) Project driver
  - (c) Gantt charts and their use
8. Elucidate any *four* fundamental components of  
social marketing. 10