

**CERTIFICATE IN NGO MANAGEMENT (CNM)**

**Term-End Examination**

**June, 2021**

**BMS-002 : MANAGEMENT FUNCTIONS**

*Time : 2 hours*

*Maximum Marks : 50*

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

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1. Name the documents required to form a society and also give the contents of the Memorandum of Association. 10
  
2. Enumerate the key points involved in budget preparation and also state how a budget is useful for management. 10
  
3. Name any five fundamental components of social marketing. Also write about the 4 (four) P's of marketing. 10

4. (a) Explain the five stages of project management. 5
- (b) Describe three project monitoring reports and three management reports. 5
5. (a) Furnish four factors to be considered before preparing a project proposal. 5
- (b) Write the essence of project sustainability. 5
6. List ten useful tips for writing a project proposal. 10
7. Explain the techniques of fund raising. 10
8. Write short notes on any **two** of the following :  $2 \times 5 = 10$
- (a) Social Marketing
- (b) Project Definition
- (c) Bye Laws of the Society
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