

No. of Printed Pages : 2

**BMS-001**

[ 2 ]

**BMS-001**

**CERTIFICATE IN NGO MANAGEMENT  
(CNM)**

**Term-End Examination**

**June, 2024**

**BMS-001 : INTRODUCTION TO NGO  
MANAGEMENT**

*Time : 2 Hours*

*Maximum Marks : 50*

*Weightage : 70%*

---

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

1. What is PESTLE framework and how is it relevant for NGOs ? Discuss.
2. Describe any *two* major issues which NGOs need to address while making decisions.
3. Why is good governance important in NGOs ? Explain.

4. Write short notes on the following :
  - (a) Elements of a strategic plan
  - (b) Organizational Audit
5. Prepare a checklist to analyze the strengths and weaknesses with respect to marketing, finance and operations areas of an NGO.
6. What is long report ? Explain.
7. Discuss the importance of core competencies and capacity building with reference to NGOs ?
8. What are the different types of verbal communication ? Explain the characteristics of effective verbal messages.

\*\*\*

**P.T.O.**