

CERTIFICATE IN NGO MANAGEMENT

Term-End Examination

June, 2011

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

Time : 2 hours

Maximum Marks : 50

(Weightages 70%)

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

1. What do you understand by PESTLE framework ? Explain. 10
2. 'Governance is a word that has been increasingly used in organizational context'. Explain the relevance of Governance for NGOs. 10
3. How is strength and weakness of NGO's measured ? Describe different ways in which the strength and weakness is measured. 10
4. (a) What is 'strategy' ? Explain giving examples. 5
(b) Explain how strategy and planning are related ? 5

5. Write short notes on the following : 5x2=10
- (a) Planning
 - (b) Organizing
6. Describe in brief how the following factors affect the 'Mega' environment of an NGO : 5x2=10
- (a) Social factors
 - (b) Political factors
7. What do you understand by group communication ? Explain the phases of the group life cycle. 10
8. Explain how radio has helped the NGOs in developing educational programmes in developing countries. 10
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