

CERTIFICATE IN NGO MANAGEMENT

Term-End Examination

December, 2013

BMS-002 : MANAGEMENT FUNCTIONS

Time : 2 hours

Maximum Marks : 50

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

1. Discuss relief measures available under section 80 G and 35 AC of Income Tax Act and list out the documents required. 10
2. Explain the key factors involved in budget preparation. Write the importance of cash budget for NGO's. 10
3. Explain the concept of marketing mix and its components. 10
4. Can we change the behaviour of customers through marketing ? Give an illustration of a successful organisation which used social marketing technique. 10
5. Write short notes on : 10
(a) Critical Path Method (CPM) and Programme Evaluation and Review Technique (PERT)

- (b) Memorandum of association and By laws of a society.
6. Describe the different phases of project cycle and explain how monitoring is important to success of a project. 10
7. What factors must be kept in mind before writing a project proposal ? 10
8. What are the methods in which an NGO can generate income internally ? Write a note on fund raising campaigns. 10
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