

00343

CERTIFICATE IN NGO MANAGEMENT

Term-End Examination

December, 2018

BMS-002 : MANAGEMENT FUNCTIONS

Time : 2 hours

Maximum Marks : 50

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

1. What are the elements of a Society ? List and explain two documents that are mandatorily required to be furnished for the registration of a society. 10
2. List and explain the functions of a Ledger ? Give the format of a ledger and list three important points to be borne in mind while preparing ledger accounts. 10
3. (a) How does the selling concept differ from the concept of marketing ? 10
(b) Outline the issues addressed by the societal marketing concept.
4. 'Marketing starts with the product'. Justify the relevance of the preceding statement in the current context. 10

5. Write short notes on : 10
(a) CPM (b) PERT
6. In relation to network analysis for project scheduling, explain the terms : 10
(a) Activity (b) Event
(c) Dummy (d) Float
7. List checklist for preparing a project proposal. 10
What are the basic factors for consideration in a project proposal ?
8. What methods are commonly employed by NGOs to generate income ? 10
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