

**CERTIFICATE IN NGO
MANAGEMENT
(CNM)**

Term-End Examination

December, 2022

BMS-002 : MANAGEMENT FUNCTIONS

Time : 2 Hours

Maximum Marks : 50

Note : (i) *Attempt any **five** questions.*

(ii) *All questions carry equal marks.*

1. (a) Identify and explain any **three** types of incomes of a religious or charitable trust that are exempt from tax. 5
- (b) Elaborate upon the meaning of the term 'Charitable and Religious Purpose.' 5
2. What do you understand by term 'marketing mix' ? Identify and explain any **three** elements of the marketing mix. 10

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3. Discuss any *three* techniques of fund raising and internal income generation for NGOs. 10
4. Differentiate between Income and Expenditure account and Receipts and Payments account. 10
5. Elaborate upon the role of social marketing in bringing about behavioural change using a suitable example from a real-life situation. 10
6. List and explain briefly the five steps involved in the accounting process. 10
7. Explain any *two* of the following : 5 each
 - (a) Corporate social responsibility
 - (b) Role of computer literacy in sustainable education
 - (c) Critical path and float in the context of project management