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BMS-002

**CERTIFICATE IN NGO MANAGEMENT
(CNM)**

Term-End Examination

December, 2023

BMS-002 : MANAGEMENT FUNCTIONS

Time : 2 Hours

Maximum Marks : 50

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

1. List and briefly explain any *four* documents required to form a trust. Also mention the contents of a trust deed. 10
2. (i) Discuss briefly the final accounts prepared by non-profit organisations. 5
(ii) Differentiate between the receipts and payments account and the income and expenditure accounts. 5
3. Discuss how the concept of marketing has evolved with time, and explain its importance in a developing economy like India. 10

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4. Enumerate the fundamental components of social marketing and also state the challenges faced by NGO communities in social marketing. 10
5. (a) Define project management and explain the importance of regular monitoring, evaluation and control of projects. 5
- (b) What is project scheduling ? Write a brief note on network techniques as means of project scheduling. 5
6. List *five* important cost components of projects and discuss the importance of the S-curve in project management. 10
7. (a) What are the do's and dont's of a project proposal ? 5
- (b) List *five* guidelines for writing a project proposal. 5
8. Write short notes on any *two* of the following : 5×2=10
- (a) Tourists and visitors as a means of fund raising for NGOs
- (b) Sustainable education
- (c) Product concepts
- (d) Project life cycle