

CERTIFICATE IN NGO MANAGEMENT

Term-End Examination

June, 2012

01451

BMS-002 : MANAGEMENT FUNCTIONS

Time : 2 hours

Maximum Marks : 50

Note : Attempt any five questions.

All questions carry equal marks.

1. The Government of India extends various tax reliefs for Non-Government Organisations (NGOs). Outline the nature of relief available to :
(a) NGOs (b) Donors **10**

2. What is a budget ? Illustrate the entries that are likely to be part of the cash budget of a small business. **10**

3. 'In a competitive environment, product pricing is the most important aspect of marketing.' Do you agree with the statement ? Give reasons in support of your answer. **10**

4. In what aspects does social marketing differ from commercial marketing ? What challenges are unique to social marketing ? **10**

5. For successful project planning, it is essential to generate realistic forecasts. Discuss one technique each of : 10
(a) Judgment - based Forecasting, and
(b) Quantitative techniques for forecasting
6. What is project control ? Why is it important to exercise control over time and cost over runs ? How is this achieved in real-life situations ? 10
7. What is a project proposal ? What information is contained in it ? 10
8. What is the Public-Private Partnership (PPP) model of project financing ? Give an example of a project that has successfully been implemented in India under this model. 10
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