

CERTIFICATE IN NGO MANAGEMENT (CNM)

Term-End Examination

June, 2019

01952

BMS-002 : MANAGEMENT FUNCTIONS

Time : 2 hours

Maximum Marks : 50

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

1. Explain the various tax relief measures under the Income Tax Act.
2. What is a budget ? Explain the key factors involved in budget preparation.
3. What do you understand by the term 'Marketing' ? Differentiate between selling and marketing.
4. Explain and differentiate between 'Receipts and Payments' Account and 'Income and Expenditure' Account.

5. Define Project Life Cycle. List its phases, and elaborate the characteristics of each phase.
 6. Explain four reasons why it is important for an NGO to generate income internally.
 7. Define social marketing and explain its salient components.
 8. Write short notes on any *two* of the following :
 - (a) Cash Budget
 - (b) Fundamentals of a Project Network
 - (c) Marketing Mix
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