

01141

CERTIFICATE IN NGO MANAGEMENT

Term-End Examination

December, 2010

BMS-002 : MANAGEMENT FUNCTIONS

Time : 2 hours

Maximum Marks : 50

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

1. Differentiate between a 'trust' and a 'society' giving examples.
2. Explain Journal, ledger and a trial balance.
3. What is Social marketing ? Explain how it is different from commercial marketing.
4. Explain the term 'Women's empowerment'. Suggest action plan for any NGO for meeting this objective.

5. Explain the critical success factors for project management.
 6. Explain the GANTT Chart. Discuss its drawback.
 7. What are the legal issues, that need to be taken care of before raising funds ?
 8. Write short notes on the following :
 - (a) Difference between selling and marketing.
 - (b) Project Scheduling.
-