

**CERTIFICATE IN NGO  
MANAGEMENT (CNM)**

**Term-End Examination**

**June, 2025**

**BMS-002 : MANAGEMENT FUNCTIONS**

*Time : 2 Hours*

*Maximum Marks : 50*

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

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1. Write short notes on the following : 5+5
  - (i) Trust Deed
  - (ii) Budgetary Control
2. Analyse *two* statutory provisions and regulatory frameworks that govern income tax relief measures available to donors contributing to Non-Governmental Organizations (NGOs). 10

3. Differentiate between social marketing and commercial marketing. In what ways can social marketing facilitate behavioural change ? 10
4. Discuss the concept of the marketing mix and its importance in developing a successful marketing strategy. Explain. 10
5. Explain are the various phases of Project Life Cycle (PLC) ? 10
6. With respect to Project Management Information System (PMIS), discuss the following : 5+5
  - (i) Objectives of PMIS
  - (ii) Integrated PMIS
7. Examine the fundamental factors that should be considered when drafting a project proposal. What are the key do's and dont's in writing an effective project proposal ? 10
8. Discuss the various methods of income generation employed by Non-Governmental Organizations (NGOs). Why has significance of internal income generation increased in recent times ? 10

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