

**CERTIFICATE IN NGO MANAGEMENT
(CNM)**

Term-End Examination

December, 2025

BMS-002 : MANAGEMENT FUNCTIONS

Time : 2 Hours

Maximum Marks : 50

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

1. Write short notes on the following : 5+5
 - (i) *Two* principal components of a Memorandum of Association document
 - (ii) *Three* types of accounts under double entry book-keeping system
2. (a) What is the objective for the preparation of a Balance Sheet ? 5

- (b) List and describe the *two* categories of assets shown in the Balance Sheet. 5
3. Identify and explain any *four* of the P's of social marketing, which are additional to the original 4P's of marketing. 10
4. Write a detailed note on women's empowerment. 10
5. Explain the concept of networking by giving examples. 10
6. State and explain *four* success factors in the context of project management. 10
7. Discuss the role of visitors and tourists as a source of fund raising for NGOs. In what way can this source be mobilised ? Give examples. 10
8. (a) Outline the need for project proposal writing and its submission to prospective financiers by NGOs. 5
- (b) Identify and describe *two* important heads of information to be included in a project proposal. 5

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