

CERTIFICATE IN NGO MANAGEMENT**Term-End Examination****December, 2011****BMS-002 : MANAGEMENT FUNCTIONS***Time : 2 hours**Maximum Marks : 50**Note : Attempt any five questions. All questions carry equal marks.*

1. (a) What are the important contents of a Trust Deed ? **5x2=10**
- (b) Why have trusts become more popular entities than societies in recent years, as a mode of incorporation of NGOs ?
2. Journalize the following transactions and post them into the appropriate ledger accounts : **10**

Sl. No.	Date	Particulars	Amount (Rs.)
1	Jan 01, 2010	Ram commenced business with cash	100,000
2	Jan 02	Deposited into Bank	40,000
3	Jan 02	Purchased Furniture and paid by Cheque	15,000
4	Jan 02	Bought goods for cash	7,000
5	Jan 03	Paid rent	1,500
6	Jan 04	Bought goods from Pal	3,000
7	Jan 04	Returned defective goods to Pal	200
8	Jan 05	Sold goods to Sam	4,300

3. What is social Marketing ? Explain with the help of examples. 10
 4. What is Corporate Social Responsibility (CSR) ? Should CSR have any place in an organization which is driven by commercial objectives ? Discuss 10
 5. What is Project Scheduling ? In relation to scheduling, explain the terms : 10
 - (a) Activity and Event
 - (b) Most Likely Time
 - (c) Float
 - (d) Dummy
 - (e) Critical Path
 6. What are Project Control curves (S-Curves) ? How do they help managers in monitoring deviations from planned activity ? 10
 7. Explain why is it important to include country Analysis, Industry Analysis and Project Outcomes and Outputs in a project proposal. 10
 8. 'Internal income generation is an important aspect of the functioning of an NGO. 'Why is this fact becoming increasingly relevant to NGOs ? 10
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