

**CERTIFICATE IN NGO MANAGEMENT
(CNM)**

BMS-001: Introduction to NGO Management
BMS-002: Management Functions
BMS-003: Health Care Management

ASSIGNMENT

2025

**The assignments of CNM for 2025 pertain to both semesters i.e.
January 2025 and July 2025**



School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI – 110 068

ASSIGNMENT

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|------------------------|----------|-------------------------------|
| Course Code | : | BMS - 002 |
| Course Title | : | Management Functions |
| Assignment Code | : | BMS - 002/TMA/JAN/2025 |
| Coverage | : | All Blocks |
| Max. Marks | : | 50 |

Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. Last date of submission for January 2025 session is 30th April, 2025 and for July 2025 session is 31st October, 2025.

1. Why do NGOs need to maintain accounts? What are the three basic accounting rules to be followed while maintaining NGO accounts? Give suitable examples for each rule.
2. Describe the concept of Marketing Mix. How Marketing is differentiated from Selling?
3. How would you define literacy in its broadest sense? Design a comprehensive literacy project your NGO could implement in a slum or village community.
4. What is meant by a project life cycle? Explain its stages and describe how these stages are interconnected.
5. What are the legal issues involved in fundraising for an NGO? Discuss various methods by which an NGO can raise funds.