

APRIL 2024

66721/HW44D

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer any TEN questions each in 50 words.

1. What are steps involved in registering a nonprofit organization?
2. Why is it important for an NGO to have vision and mission?
3. What is meant by concept note?
4. Which phase of project cycle involves defining the projects goals and objectives?
5. What is meant by donor classification?
6. List out any two traditional marketing tools for fundraising.
7. What are the key components of a monitoring and evaluation plan?
8. Define financial auditing.
9. What is meant by budgeting?

10. Define cost-benefit analysis.
11. Why is community engagement important for NGOs?
12. Define "networking".

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions each in 200 words.

13. Describe the primary purpose of NGOs in contributing to societal development.
14. Explain the purpose of project cycle management.
15. Write down the procedure for creating a donor profile.
16. Discuss the main elements of a logical framework analysis.
17. Highlight the different types of financial documents used in organizations.
18. Discuss the impact of effective operational planning on the overall success of a project.
19. Highlight the role of marketing tools in donor engagement.

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions each in 500 words.

20. Critically analyze the challenges that NGOs may face in their development work.
21. Discuss the advantages and limitations of using GANTT charts in project planning and monitoring.
22. Illustrate how social media can be effectively utilized as a fundraising marketing tool.
23. Elaborate the types of audits.
24. Explain about cost benefit analysis.
25. Illustrate a step-by-step guide on how to create a GANTT chart for a specific project.