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| **Trim: Jan-Mar 2025**  **Maximum Marks: 25 marks Examination: ETE Exam Date: 3rd April 2025 Duration: 1.5 hrs** | | |
| **Programme code: 06**  **Programme: MBA HCM** | **Class:** SY | **Semester/Trimester: VI** |
| **College:**  **K. J. Somaiya Institute of Management** | **Name of the department/Section/Center: General Management** | |
| **Course Code: 117P06C605** | **Name of the Course: NGO Management** | |
| **Instructions:**  **Attempt any two questions from Q.1-Q.3**  **Attempt any one question from Q.4** | | |

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| **Question No.** |  | **Max.**  **Marks** |
| Q.1 | "Healthy Lives," an NGO focused on maternal and child health, is facing challenges in mobilizing funds for its new project to provide prenatal care in rural areas. The NGO has traditionally relied on government grants but is now exploring corporate partnerships and crowdfunding.  Question:   * Explain the advantages of corporate partnerships for healthcare NGOs. (5 marks) * Suggest two strategies that "Healthy Lives" can use to effectively mobilize funds through crowdfunding. (5 marks) | 10 marks |
| Q.2 | "Tech for Health," an NGO, has been working to bridge the digital divide in rural India by providing telemedicine services. However, the project has faced challenges in terms of scalability and funding.  Questions:   * Discuss the challenges healthcare NGOs face in scaling up their projects. (5 marks) * Suggest two strategies that "Tech for Health" can use to overcome these challenges. (5 marks) | 10 marks |
| Q.3 | Discuss atleast 4 managerial challenges for NGOs in India. Elaborate with examples | 10 marks |
| Q. 4 | Discuss the importance of Schedule VII of CSR rules 2014  **Or**  Urmi, the founder of an NGO focusing on **manufacturing Eco-Friendly sanitary napkins** has approached you to help with registration process of the organization. Provide your recommendation for which act should she register her NGO with suitable explanation. | 5 marks |