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BBA 4502

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Following Paper ID and Roll No. to be filled in your Answer Book.

PAPER ID : 47124 Roll No.

BBA Examination, 2024-25

(Odd Semester)

PROJECT MANAGEMENT

Time : Three Hours] *[Maximum Marks : 60*

Note :– *Attempt all questions.*

SECTION–A

1. Attempt all parts of the following : 8×1=8

   (a) Define project.

   (b) What do you mean by product mix?

   (c) What do you mean by cost control?

   (d) What is discounting?

   (e) What is project risk?

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(f) What is plant layout?

(g) What is NPV?

(h) What do PERT stands for?

SECTION – B

2. Attempt any two parts of the following : 2×6=12

(a) Explain the concept of the project life cycle. Why is it important for project management?

(b) What is demand forecasting? Discuss the various methods of forecasting demand, highlighting their advantages *and limitations.*

(c) What is social cost-benefit analysis (SCBA)? Discuss its significance in evaluating public sector projects.

(d) Explain the steps involved in developing a project network. Use a simple example to illustrate the process.

SECTION – C

Note :– Attempt all questions. Attempt any two parts from each questions. 8×5=40

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3. (a) Define project management. Discuss its importance and relevance in modern business operations.

(b) Differentiate between pre-feasibility and feasibility studies.

(c) Explain the different sources of project financing with examples.

4. (a) Explain the process and significance of conducting a market survey. What are the key elements to consider while designing a market suervey?

(b) What are the key considerations for selecting an appropriate location and site for a project? Provide examples of how location impacts project outcomes?

(c) What are project charts and layouts? Discuss their importance in ensuring effective project management and implementation.

5. (a) What are the key components of financial analysis in proejct evaluation? Explain with examples.

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(b) Analyse the impact of environmental appraisal on the financial feasibility and sustainability of a project.

(c) ABC Limited is evaluating a project that requires an initial investment of ₹ 1,00,000. The project is expected to generate the following cash flows over its 5 year life :

Year	Cash Flow (₹)
1	30,000
2	40,000
3	35,000
4	25,000
5	20,000

The company's required rate of return (discount rate) is 10%. Calculate the NPV of the project and determine whether the project should be accepted.

6. (a) What are the various types of project risks? Explain with examples how these risks impact different stages of a project.

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(b) Compare and contrast CPM and PERT models. Highlight their respective advantages and limitations.

(c) A project consists of the following activities, their durations and dependencies :

Activity	Predecessor(s)	Duration (Days)
A	None	3
B	A	4
C	A	2
D	B, C	5
E	C	3
F	D, E	4

(i) Draw the project network diagram.

(ii) Identify the critical path and calculate the project duration.

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