



SN – 409

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V Semester B.B.M. Examination, November/December 2013
(Prior to 2013-14 Scheme) (Repeaters)

BUSINESS MANAGEMENT

Paper – 5.4 : Project Management

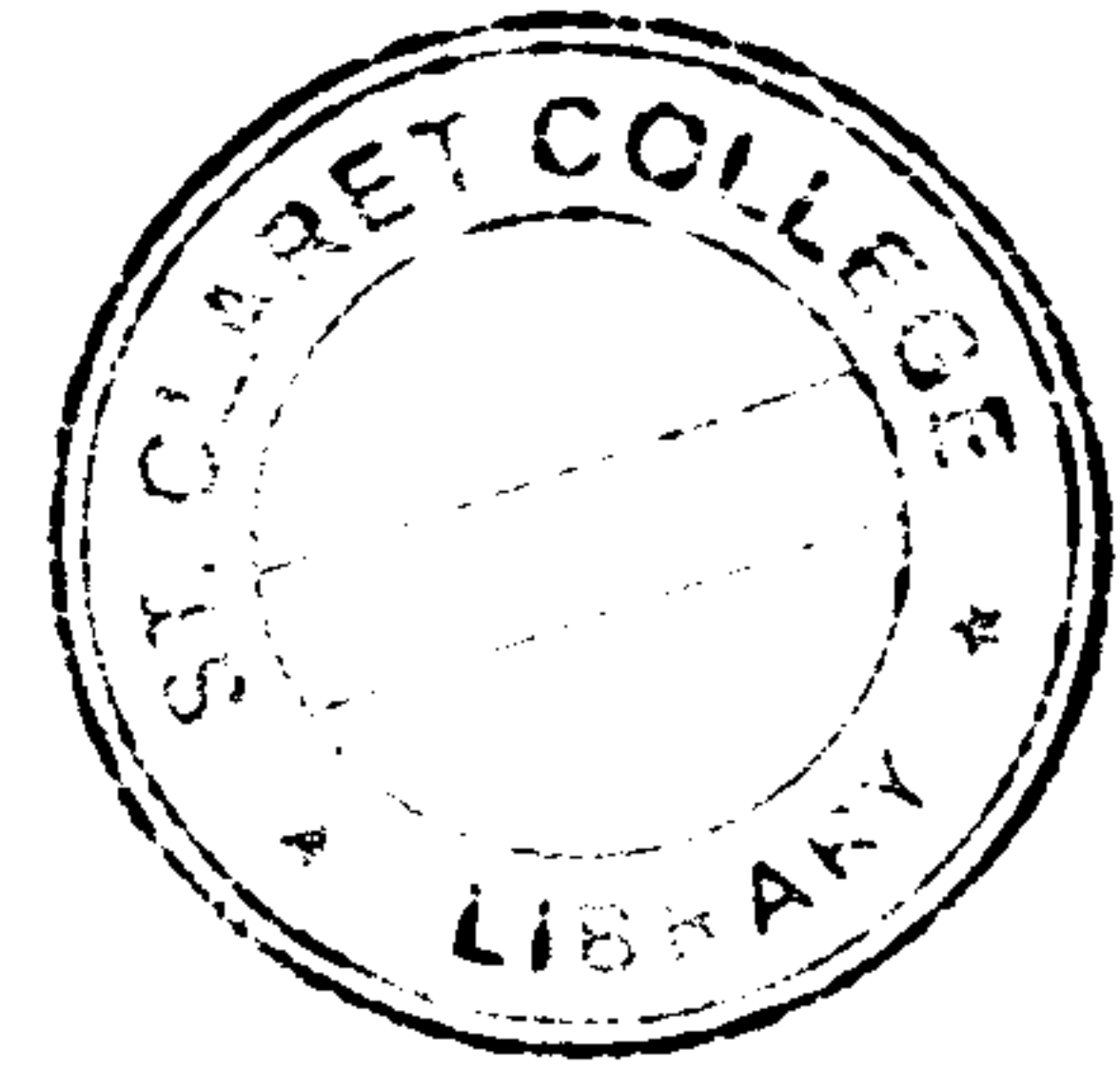
Time : 3 Hours

Max. Marks : 90

Instruction : Answer should be written only in **English**.

SECTION – A

1. Answer **any ten** sub-questions. **Each** sub-question carries **two** marks : (10×2=20)
- Who is a Project Manager ?
 - What is meant by a project ?
 - What is 'Work Package' ?
 - What is meant by project appraisal ?
 - Give the meaning of feasibility report.
 - What is PERT ?
 - What is crash time ?
 - What is meant by project authority ?
 - What is meant by project review meeting ?
 - Define communication.
 - What is budgeting ?
 - What is value engineering ?



SECTION – B

Answer **any five** of the following. **Each** question carries **five** marks. (5×5=25)

- What are the advantages and disadvantages of payback period ?
- Explain briefly project life cycle.
- Explain the concept of Organisational Breakdown Structure.

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5. Discuss the technical aspect of a project.
6. Explain the need for network technique.
7. Briefly explain the nature and importance of effective leadership.
8. Explain the concept 'Control of project cost'.
9. Discuss the importance of project review meeting.

SECTION – C

Answer **any three** questions. **Each** question carries **15** marks.

(3×15=45)

10. Explain the components of Work Breakdown Structure.
 11. Explain various feasibility studies to be conducted before finalising a project.
 12. 'PERT' is an effective technique in project evaluation'. Critically examine.
 13. What are the important factors that influence industrial location ? Explain.
 14. Explain the various controlling techniques used by management to ensure control over the project.
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