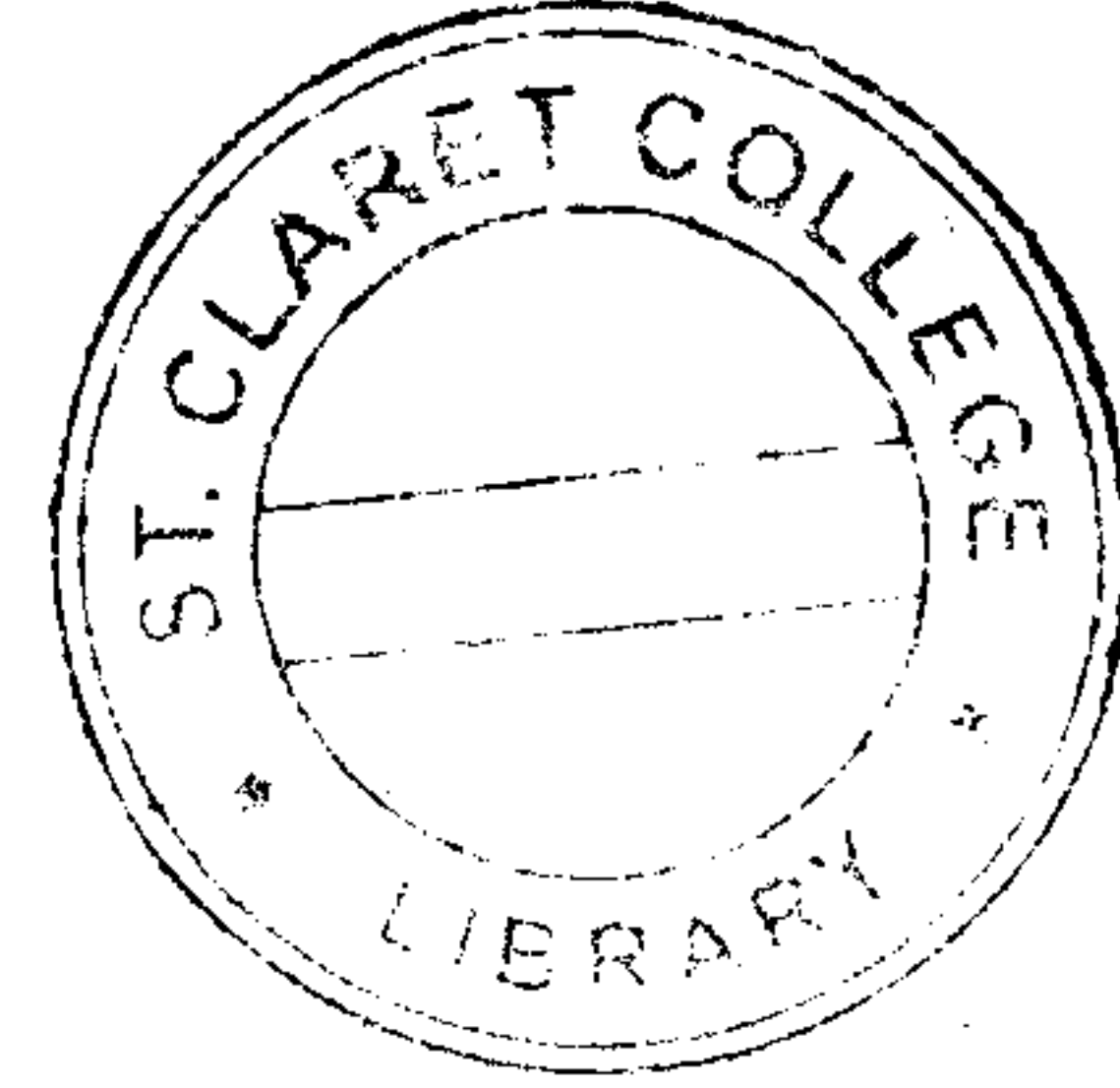




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V Semester B.B.M. Examination, Nov./Dec. 2015
(Repeaters) (Prior to 2014-15)
(100 – 2013-14 Only)
(90 – Prior to 2013-14)
BUSINESS MANAGEMENT
5.4 : Project Management



Max. Marks : 100/90

Time : 3 Hours

- Instructions :** 1) Answer should be written **only in English**.
2) Section **A, B and C** to be answered by **all repeaters**
(90 marks).
3) Section **D** is to be answered by **students of 2013-14 only**
(100 marks).

SECTION – A

1. Answer **any ten** sub-questions. **Each** sub-question carries **two** marks : (10×2=20)
- What do you mean by market feasibility ?
 - State the meaning of event.
 - Expand :
 - PERT
 - CPM.
 - What is management policy ?
 - Define project.
 - Give the meaning of value engineering.
 - What is implementation ?
 - Give the meaning of project specification.
 - Who is a line manager ?
 - Define financial analysis.
 - What is motivation ?
 - Define value based pricing.

P.T.O.



SECTION – B

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

2. Write a note on conducting feasibility report.
3. Distinguish between line manager and functional manager.
4. Briefly explain the characteristics of communication.
5. Explain the advantages and disadvantages of pay back period.
6. Discuss the project planning cycle.
7. Explain the skills required for a project manager.
8. Describe the sources of long term finance.

SECTION – C

Answer **any three** questions. **Each** question carries **15** marks : **(3×15=45)**

9. Briefly explain the nature and importance of leadership.
10. Discuss the functions and objectives of project management.
11. Write a note on the scope and importance of project review meeting.
12. Explain the duties and responsibilities of project manager.
13. Distinguish between PERT and CPM.

SECTION – D

(To be answered by **students of 2013-14 only**) : **(10×1=10)**

14. Explain the role of a project manager in team building.
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