



SN – 395

71-

V Semester B.B.M. Examination, Nov./Dec. 2013
(Semester Scheme) (Freshers)
(2013-14 and Onwards)
Business Management
Paper – 5.4 : PROJECT MANAGEMENT

Time : 3 Hours

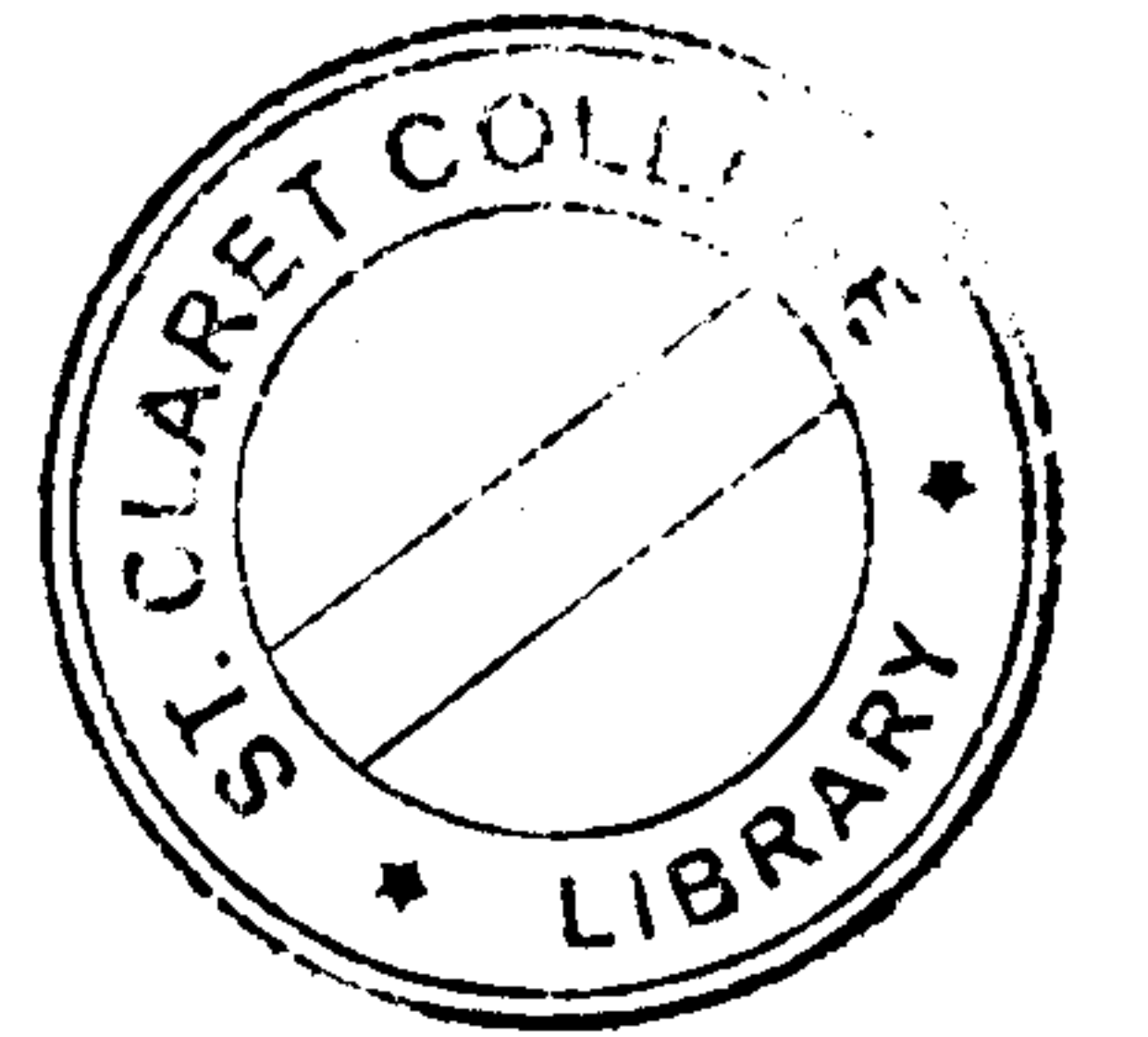
Max. Marks : 100

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

SECTION – A

I. Answer **any eight** sub-questions. **Each** sub-question carries **two** marks. (8×2=16)

1. a) What is an event ?
b) What is financial analysis ?
c) What is TQM ?
d) What is team building ?
e) Define leadership.
f) What are mile stones ?
g) State the meaning of the concept of network.
h) What is work package ?
i) Who is a Project Manager ?
j) What do you mean by motivation ?



SECTION – B

II. Answer **any three** questions. **Each** question carries **eight** marks : (3×8=24)

2. Describe the objectives of value analysis.
3. What are the main phases in corporate planning ?

P.T.O.



4. Explain the concept of CPM.
5. Distinguish between project and programme.
6. What are the contents of master plan ?

SECTION – C

III. Answer **any four** of the following questions. **Each** question carries **fifteen** marks :

(4×15=60)

7. What is PERT ? What are its merits and demerits ?
 8. Discuss the types of project feasibility.
 9. What is project management ? Explain its scope.
 10. What is management control ? Explain the types of management control.
 11. Explain the steps involved in project appraisal.
-