

D 72541

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Name.....

Reg. No.....

THIRD SEMESTER M.B.A. DEGREE EXAMINATION, DECEMBER 2019

(CUCSS)

M.B.A.

BUS 3C 19—ENTREPRENEURSHIP DEVELOPMENT AND PROJECT MANAGEMENT

(2016 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

*Answer the following questions.
Each question carries 1 weightage.*

1. Define Project.
2. What is WBS ?
3. What is Gantt Chart ?
4. What is DPR ?
5. What is critical path ?
6. What is product organization ?

(6 × 1 = 6 weightage)

Part B

*Answer any four questions.
Each question carries 3 weightage.*

7. What is Financial Appraisal ? Discuss its different Aspects.
8. Explain various demand forecasting techniques.
9. Explain various project organization structures.
10. Explain the utility of project management software like MS Project in managing projects.
11. Explain the use of network diagrams in project planning and management
12. Discuss the steps involved in a typical project selection process.

(4 × 3 = 12 weightage)

Turn over

Part C

*Answer any three questions.
Each question carries 4 weightage.*

13. Briefly explain the steps in Project Management
14. Discuss the ways and means by which feasibility of a project can be studied.
15. Discuss the concept of Project Auditing.
16. Define entrepreneurship. What are the qualities required ? Explain objectives of EDP's.
17. Explain the methodology for project evaluation in detail.

(3 × 4 = 12 weightage)

Part D (Case Study)

*Compulsory question.
6 weightage.*

18. ABC Pvt. Ltd Company is a newly incorporated private limited company. The company was floated with objective of setting up a plant for manufacturing detergent washing powder. The critical path indicated project completion time as 9 months. There was an unexpected earthquake and the proposed site felt mild tremors. The promoters of the company had to shelve the project for about six months. The location of the proposed plant was shifted to a new site. Identifying and purchasing the land took another 3 months.

The cost accountant who made a revised financial projection stated that the initial investment required had increased by 25% due to hike in prices of building materials and equipments. This had brought down the margin considerably. During the lapse of nine months a few new entrants had already set up plants at nearby places. It was also found that a few more new entrants have been doing ground work to set up similar plants. Discuss the case and suggest course of action for the company.

(1 × 6 = 6 weightage)