

**MASTER of BUSINESS ADMINISTRATION
SECOND SEMESTER
PROJECT MANAGEMENT
MBA -205**

(Use Separate Answer Scripts for Objective & Descriptive)

6. Discuss about Porter's Five Forces? What are the parameters to identify the investment opportunity? 4+6=10

7. Draw a network diagram and find out the Total Float. 10

Activity	Predecessor	Duration(Weeks)
A	—	3
B	A	4
C	A	2
D	B	5
E	C	1
F	C	2
G	D,E	4
H	F,G	3

8. Write down short notes - (Any two) 5+5=10
 a. Product Mix
 b. Location & Site
 c. Project charts & Layouts

== *** ==

Duration : 3 hrs.

Full Marks : 70

(PART-A : Objective)

Time : 20 min.

Marks : 20

Choose the correct answer from the following:

1 × 20 = 20

- Any Project is undertaken to deliver
 - Product
 - Service
 - Report
 - Item
- To construct a building, the sequence should be
 - Screening on idea- Financial analysis - Technical analysis -Network analysis-SCBA
 - Screening on idea-Technical analysis-Financial analysis-Network analysis-SCBA
 - Screening on idea- Network analysis -Financial analysis- Technical analysis -SCBA
 - SCBA - Screening on idea- -Financial analysis- Technical analysis - Network analysis
- Tools for identifying Investment opportunity are
 - Experience curve
 - Porter's 5 forces
 - Both (a) & (b)
 - None of these
- One of the type of Time Series Projection method is
 - Moving Average method
 - Chain ratio method
 - Delphi method
 - None of these
- One of the difficulty of Capital Budgeting is
 - Long-term effects
 - Uncertainty
 - Irreversibility
 - None of these
- Type of Activity in Network Analysis
 - Merge
 - Predecessor
 - successor
 - Both (a) & (b)
- Source of secondary information
 - Television
 - Annual Reports of Industries
 - Census of India
 - Both (b) & (c)
- The phases of Capital Budgeting are
 - Planning
 - Analysis
 - Both (a) & (b)
 - None of these
- One of the important area of market planning
 - Distribution
 - Cost reduction
 - Display
 - None of these

10. Steps include in doing Survey
- Develop questions, Interpretation of information, Scrutinize information
 - Design questionnaire, Analyze & Interpret, Scrutinize the information gathered
 - Develop questionnaire, Scrutinize the information gathered, Analyze & Interpret
 - None of these

11. Technical analysis of a Project depends on the factor are
- Location & site
 - Manufacturing process
 - None of these
 - Both (a) & (b)

12. PERT stands for
- Program Evaluation and Review Technique
 - Project Evaluation and Review Technique
 - Program Evaluation and Reengineering Technique
 - None of these

13. Activities are there in Critical Path in a network is called
- Predecessor
 - Successor
 - Bottleneck
 - None of these

14. Critical path means
- The longest path through the network
 - The shortest path through the network
 - Average distance of all the path
 - None of these

15. One of the type of Event or Node is
- Concurrent event
 - Merge event
 - Dummy event
 - None of these

16. An activity which is not actually exist is
- Burst
 - Concurrent
 - Dummy
 - All of the above

17. In SCBA
- Benefit > Cost
 - Benefit < Cost
 - Benefit = 0
 - None of these

18. UNIDO approach in Social Cost Benefit Analysis stands for
- United National Industry Development Organization
 - United Nation Industrial Development Organization
 - United Nation Industrial Department of Organization
 - None of these

19. One of the tool for analyzing SCBA is
- L-M approach
 - UMLDO approach
 - BCG approach
 - N-M approach

20. SCBA mainly focus on
- Welfare of the country
 - Govt. projects
 - Private investments
 - None of these

(PART-B : Descriptive)

Time : 2 hrs. 40 min.

Marks : 50

[Answer question no.1 & any four (4) from the rest]

- A realistic appraisal of corporate strengths and weaknesses is essential for identifying investment opportunities. Illustrate? 10
- When a project is being formulated, what are the technical analyses needs to be done? What do you mean by "Plant Capacity?" 5+5=10
- Fixed Expenses = Rs. 1,20,000, Selling Price Per Unit = Rs. 25, Variable Price Per Unit = Rs. 20
Calculate:
 - Contribution
 - P/V Ratio
 - Break Even Point
 - Sales required to earn a profit of Rs. 30,000
- For the following project, the schedule completion date is the earliest expected time for the end event. Draw the network and trace the critical path 10

Events-	0-1	1-2	1-3	1-4	2-3	3-4	4-5
Duration-	3	6	16	10	8	5	3

(In Days)
- A large steel manufacturing unit had nearly 3,000 direct workers. These workers lived on their own in shanties in adjoining villages. Living conditions were fairly poor
Problem:
It was discovered that on an average 30% workers were absent daily. This was resulting in major production loss leading to loss of profit.
Envisaged Solution:
The HR department was asked to study the reason of such high rate of absenteeism and to recommend to the management ways and means of substantially reducing this major problem. 10