

SET
A

[USE OMR FOR OBJECTIVE PART]

Full Marks: 70

Marks: 20

Objective

$$1 \times 20 = 20$$

1. -----define the different phases a project goes through, such as initiation, planning, execution, monitoring and controlling, and closing.
 - a. Project timeline
 - b. Project Life cycle
 - c. Project life scale
 - d. None of the Above
2. The activity of creating a new method is generally known as-----
 - a. Innovation
 - b. Creation
 - c. Normalization
 - d. Production
3. ----- is a continuous loop of planning, doing, checking (or studying), and acting.
 - a. Six Sigma
 - b. Kaizen
 - c. PDCA Cycle
 - d. Change Management
4. ----- is an assessment tool that combines brainstorming and mind mapping techniques to explore the possible causes of an issue.
 - a. Project Analysis
 - b. Cause Effect Analysis/ Fish bone Analysis
 - c. Network Analysis
 - d. None of the Above
5. ----- Analysis is primarily concerned with the identification of the project demand potential and the selection of the optimal technology suitable for achieving the project objectives.
 - a. Pre-feasibility
 - b. Techno-Economic
 - c. Network analysis
 - d. Feasibility
6. ----- is a picture of the separate steps of a process in sequential order.
 - a. Network Analysis
 - b. Project design
 - c. Flow Chart
 - d. Gantt Chart

7. An entrepreneur and Businessman can be differentiated on the basis of -----
Undertaken.
 a. Capital
 c. Risk
 b. Resources
 d. Adventure
8. While preparation of the project report, an estimate relating to cost of the project is called.....
 a. Estimate document
 c. Estimate Memo
 b. Estimate paper
 d. Budget
9. The BCG growth-share matrix contains four distinct categories: "dogs," "cash cows," "stars," and -----
 a. Performers
 c. Question Mark
 b. Super stars
 d. Parallel lines
10. Which of the following is the back bone of financial plan?
 a. Nature of business
 c. Budgeting
 b. Capital.
 d. Cost of production.
11. The ----- involves the stages through which a product goes from the time it is introduced in the market till it leaves the market.
 a. Product Life Cycle
 c. New Product Development
 b. Product Development Cycle
 d. None of the above
12. Netflix's shift from licensing shows and movies from major studios to producing its own original content is an example of-----
 a. Horizontal Integration
 c. Vertical Integration
 b. Merger
 d. Acquisition
13. Flipkart buying E-kart is an example of-----
 a. Horizontal integration
 c. Forward Integration
 b. Vertical Integration
 d. Backward Integration
14. -----Those who contribute their skills and expertise to complete project tasks.
 a. Customers
 c. Internal Agents
 b. External Agents
 d. Project Team Members

15. An entrepreneur must possess the abilities of _____.
- a. Conceptualization
 - b. Creativity
 - c. Understanding Environment
 - d. All of the above
16. Entrepreneurial task depend upon the personality of the entrepreneur, organizational structure and _____.
- a. The environment
 - b. The market
 - c. The labor
 - d. The government
17. Provides financial backing, secures resources, champions the project, and removes roadblocks
- a. Project Sponsors
 - b. Project Manager
 - c. Project Initiator
 - d. None of the above
18. A company experiences _____ when more units of a good or service can be produced on a larger scale with (on average) fewer input costs.
- a. Profits
 - b. Standardization
 - c. Economies of Scale
 - d. Mass production
19. _____ Deliver agreed-upon resources, materials, or services on time and within budget.
- a. Suppliers
 - b. Agents
 - c. Customer
 - d. None of the Above
20. An _____ is a system that outlines how certain activities are directed in order to achieve the goals of an organization.
- a. Organizational Hierarchy
 - b. Organizational Structure
 - c. Organizational Flowchart
 - d. All of the Above

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(Descriptive)

Time: 2 hr. 40 mins.

Marks: 50

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

1. What is a Project? Discuss in brief on the project management framework highlighting the stake holders in a project. 6+4=10
2. Briefly describe any two widely used business environment analysis tools. Enlighten on the importance of Project management Framework 7+3=10
3. What is project Life cycle? List out the characteristics of a good project plan. 4+6=10
4. *"Ensuring smooth run of a project is one of the essential goals of a Project Manager and enabling that involves rigorous planning and control (Thornton & Shaw, 2011)."* Throw light on the statement with elaboration and proper justification. 10
5. Write short Notes on: (Any two) 5+5=10
 - a) Network Analysis,
 - b) Bottleneck,
 - c) PDCA Cycle,
 - d) Outsourcing,
 - e) Constraints
6. What is Work Break Down Structure? Highlight the benefits of WBS. 3+7=10
7. Throw light on the Performance measurement and reporting tools in Project Management. 10
8. Enlist the format of a project by describing its headings and sub headings. 10