

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA– SEMESTER- 3 – EXAMINATION – WINTER 2018

Subject Code:3539271

Date:07/12/2018

Subject Name: Project Management

Time:10:30am To 01:30pm

Total Marks: 70

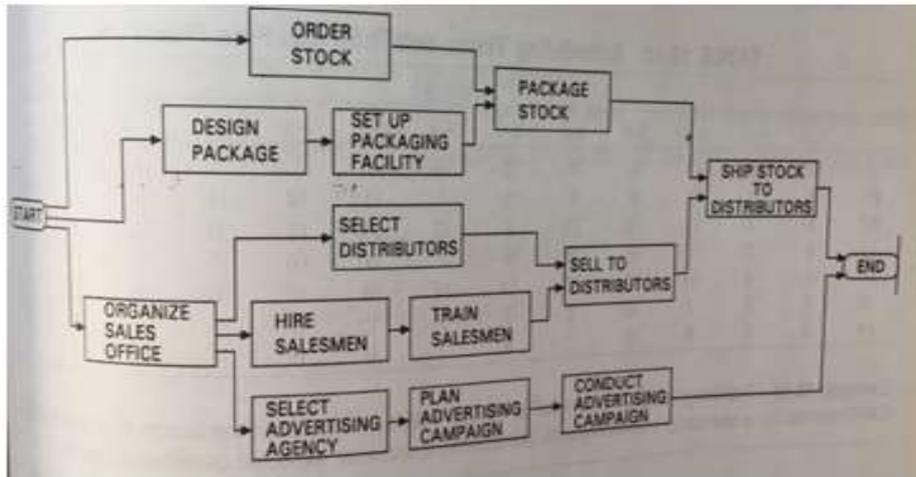
Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q1** Define the terms: **14**
- (a) Licensing
 - (b) Acquisition
 - (c) Diversification
 - (d) Commercialization
 - (e) Product Development
 - (f) Growth
 - (g) Decline
- Q2** (a) Projects are of different types-Explain the statement. **07**
- (b) Which are the main causes of Project Failure? **07**
- OR**
- (b) Write a short-note on Phases of Project. **07**
- Q3** (a) Draw a Detailed Flowchart of the Project Formulation and Analysis Process. **07**
- (b) You wish to start a paper bag business, describe the checklist for a feasibility report. **07**
- OR**
- Q3** (a) Location plays a vital role in selection of the project site. Explain it with appropriate real life corporate world example. **07**
- (b) Write a note on Financial aspect of Project Appraisal. **07**
- Q4** (a) How would an effective project leader, resolve the team conflict? **07**
- Q4** (b) A large scale industry needs huge funds, which are the different sources of finance for them? **07**
- OR**
- Q4** (a) 'International trade is impossible to imagine without the assistance of Export-Import Bank'. Do you agree with this statement? Why or Why not? **07**
- Q4** (b) An entrepreneur of any business, needs money to run the business on daily basis, how would he manage the same? **07**
- Q5** (a) 'A Project Manager has to play a versatile role' - Explain the statement. **07**
- Q5** (b) Write a note on five stages of team development model. **07**
- OR**
- Q5** (a) An established company has decided to add a new product to its line. It will **14**

buy the product from a manufacturing concern, package it and sell it to a number of distributors selected on a geographical basis. Market research has indicated the volume expected and the size of sales force required. The steps shown in the following table are to be planned.

1. Draw an arrow diagram for this project.
2. Indicate the critical path.
3. For each non-critical activity, find the ES, EF, LS and LF.
4. The precedence Relationships is explained through the diagram below:



Activity	Description	Time (Weeks)
a.	Organize Sales Office	6
b.	Hire Salesman	4
c.	Train Salesman	7
d.	Select Advertising Agency	2
e.	Plan Advertising Campaign	4
f.	Conduct Advertising Campaign	10
g.	Design Package	2
h.	Set up Packaging Facilities	10
i.	Package Initial Stocks	6
j.	Order Stock from Manufacturer	13
k.	Select Distributors	9
l.	Sell to Distributors	3
m.	Ship Stock	5
