

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER III – EXAMINATION – WINTER 2023

Subject Code: 2539403

Date: 04/12/2023

Subject Name: Project Management

Time: 10:30 AM TO 01:30 PM

Total Marks: 70

Instructions

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

Q. No.	Question Text and Description		Marks
Q.1	Define the terms with explanations (Attempt any 6 Questions) 1. SMART goals 2. SWOT analysis 3. Stakeholders 4. Project budget 5. Contingency plan 6. Key Performance Indicators (KPI) 7. Dependencies		18
Q.2	(a)	Explain phases of Project Management Life Cycle with example.	07
	(b)	What is project implementation? Explain the steps how to implement a project.	07
	OR		
	(b)	What Are Project Resources? Describe the types of Resources in Project.	07
Q.3	(a)	Describe the various types of risks associated with project management with illustration.	07
	(b)	Project controls are essential because they usually have a direct relationship with the success of the project's development. How?	07
	OR		
Q.3	(a)	Project monitoring plays a vital role in achieving desired results from a plan. Are you agree with the statement? Justify your answer.	07
	(b)	As an innovator entrepreneur on which principles you will evaluate your project.	07
Q.4	(a)	What is Project Scheduling? How it is beneficial to project?	07
	(b)	Narrate the various techniques for Project Scheduling.	07

		OR	
Q.4	(a)	Elaborate various sources of finance. Which source of finance you are going to use as an innovator entrepreneur? Why?	07
	(b)	Define Startup. What are the Tax Exemptions for Startups?	07
Q.5		<p>CASE STUDY: Incorporated in 2003, Tesla declared in its mission statement that its goal is “to accelerate the world’s transition to sustainable transport,” and it has proven itself a leader in green technology in the automotive sector. In its initial business plan, by co-founder Martin Eberhard, the electric sports car company promised to provide the value of a high-end sports car at a lower cost to the customer and a lower environmental cost to the planet. Electric vehicles were seen as inferior to standard vehicles prior to Tesla’s innovations in creating powerful cars that piqued consumer desire. The generic automotive manufacturing business model relies on collaborative manufacturing with industry partners and a distribution model dependent on third parties. Standard cars are aimed at people and businesses with individual transportation needs. This model is commercially viable because of custom-equipped add-on features to the per-vehicle prices.</p>	
	(a)	Identify at least three ways in which the Tesla model differs from the traditional automotive business model.	10
		OR	
	(a)	Identify the factors which are responsible for Tesla’s success story.	10
