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**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, NIET BUSINESS SCHOOL,  
GREATER NOIDA**

(An Autonomous Institute Affiliated to AKTU, Lucknow)

PGDM (Global)

TRIMESTER: V - THEORY EXAMINATION (2024-2025)

Subject: Project Management

Time: 2.5 Hours

Max. Marks: 60

**General Instructions:**

**IMP:** *Verify that you have received the question paper with the correct course, code, branch etc.*

*1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.*

*2. Maximum marks for each question are indicated on right -hand side of each question.*

*3. Illustrate your answers with neat sketches wherever necessary.*

*4. Assume suitable data if necessary.*

*5. Preferably, write the answers in sequential order.*

*6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.*

**SECTION-A**

15

1. Attempt all parts:-

- 1-a. In project management, managing the scope of project is important because ----- 1  
-----.(CO1,K2)
- (a) To reduce project timelines
- (b) To define what is included and excluded in the project
- (c) To ignore changes in the project
- (d) All of these
- 1-b. The role of a project manager in stakeholder management is to ----- 1  
.....(CO2,K4)
- (a) Ignore stakeholders who are not directly involved in the project
- (b) Regularly communicate with stakeholders to ensure their needs are met
- (c) Focus only on the project team
- (d) All of these
- 1-c. ----- is the most critical factor to ensure a project is completed on 1  
time.(CO3,K3)
- (a) Clear project objectives
- (b) Effective communication
- (c) Detailed resource planning
- (d) None of these

1-d.	The project's scope, objectives, and goals are defined in this phase of Project Life Cycle -----.(CO4,K1)	1
(a)	Initiation	
(b)	Planning	
(c)	Execution	
(d)	Closing	
1-e.	Project management is considered important because ----- .(CO5,K2)	1
(a)	Political, Economic, Social, Technological, Legal, Environmental	
(b)	Product, Employees, Suppliers, Trends, Leadership, Earnings	
(c)	Price, Efficiency, Scale, Timing, Location, Employment	
(d)	None of these	
2.	Attempt all parts:-	
2.a.	Discuss the role played by procurement management in achieving project goals.(CO1,K2)	2
2.b.	Describe the project manager's role in stakeholder management.(CO2,K1)	2
2.c.	Identify the responsibility of a project sponsor in approving the project budget.(CO3,K4)	2
2.d.	Mention the sponsor's role in providing leadership during project challenges.(CO4,K2)	2
2.e.	Elaborate the role of communication throughout the project life cycle.(CO5,K5)	2
<b><u>SECTION-B</u></b>		15
3.	Answer any <u>three</u> of the following:-	
3-a.	Describe the influence of economic factors on market analysis for a project.(CO1,K4)	5
3-b.	Elucidate how customer satisfaction is an important outcome of project management.(CO2,K3)	5
3.c.	Give reasons why it is important to assess the project's performance against its budget.(CO3,K3)	5
3.d.	Illustrate how project evaluation can influence organizational processes and policies.(CO4,K3)	5
3.e.	Elaborate how the continuous evaluation of project objectives during the project life cycle help to identify potential improvements.(CO5,K5)	5
<b><u>SECTION-C</u></b>		30
4.	Answer any <u>one</u> of the following:-	
4-a.	Describe how the project sponsor ensures that the project is effectively initiated, and their role in the project charter approval process.(CO1,K4)	6
4-b.	Mention the sponsor's role in supporting the project manager in aligning project tasks with organizational priorities.(CO1,K2)	6

5. Answer any one of the following:-

- 5-a. Illustrate the initiation phase of the project life cycle lay the foundation for the entire project.(CO2,K3) 6
- 5-b. Identify the role of project planning in the project life cycle, and how is it critical for project success.(CO2,K2) 6

6. Answer any one of the following:-

- 6-a. Briefly explain how monitoring and controlling activities help detect deviations from the plan, and what corrective actions are taken during this phase.(CO3,K1) 6
- 6-b. Mention the main activities involved in project closure, and how do they contribute to evaluating the project's success.(CO3,K4) 6

7. Answer any one of the following:-

- 7-a. Explain how a thorough market analysis helps in assessing the potential demand for the product or service delivered by a project.(CO4,K2) 6
- 7-b. Define competitive analysis, and how does it inform the strategies employed in project planning.(CO4,K2) 6

8. Answer any one of the following:-

- 8-a. Elaborate how market analysis helps in identifying potential risks that could impact the success of a project.(CO5,K5) 6
- 8-b. Illustrate how an understanding of market dynamics allows project managers to make informed decisions about project investments and long-term sustainability.(CO5,K3) 6

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