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

TRIMESTER-V THEORY EXAMINATION (2024-2025)(COP)

Subject: Project Management

Time: 2Hrs.30 min

Max. Marks:60

General Instructions:

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

1. *This Question paper comprises of three Sections -A, B, & C. It consists of Short type questions & 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. The overall responsibility for managing a project lies with the _____ 1
(CO1)
- 1-b. Primary information can be gathered through _____ (CO2) 1
- 1-c. A marketing plan includes pricing, distribution, promotion and _____ 1
(CO3)
- 1-d. _____ is a type of entry barrier which may result in development of a 1
profitable project. (CO4)
- 1-e. _____ is an example of personality trait of a successful 1
entrepreneur. (CO5)

2. Attempt **all** parts:-

- 2.a. Define a project. (CO1) 2
- 2.b. Explain the term 'Strategic planning' in the context of project 2
management. (CO2)
- 2.c. Mention the essential features of a project. (CO3) 2
- 2.d. State the phases of project development cycle. (CO4) 2
- 2.e. Identify the key responsibilities of a project sponsor. (CO5) 2

SECTION – B

15

3. Answer any **three** of the following-

- 3-a. Mention the steps in a sample survey. (CO1) 5

- 3-b. Identify the key factors used to describe the market for a product.(CO2) 5
- 3-c. State the functions of project planning. (CO3) 5
- 3-d. Describe the characteristics of a Line and Staff Organization. (CO4) 5
- 3-e. Identify the features of a Divisional Organization. (CO5) 5

SECTION – C

30

Case Let & Application Based

- 4. Answer any **one** of the following-
 - 4-a. Describe briefly the general sources of secondary information available in India. (CO1) 6
 - 4-b. Explain how projects in public sector are different from those in the private sector. (CO1) 6
- 5. Answer any **one** of the following- 6
 - 5-a. Mention the key steps in market and demand analysis. (CO2) 6
 - 5-b. Identify the inputs, outputs, resources and constraints in a project which you are familiar with. (CO2) 6
- 6. Answer any **one** of the following-
 - 6-a. Describe how a public sector project is implemented in India. (CO3) 6
 - 6-b. Mention the differences between general management and project management. (CO3) 6
- 7. Answer any **one** of the following-
 - 7-a. Discuss the problems generally faced by public sector projects in India. (CO4) 6
 - 7-b. Prepare a write up on your summer training project, explaining how it was planned, implemented, analysis of results and preparation of report was done. (CO4) 6
- 8. Answer any **one** of the following-
 - 8-a. Taking an example of a private sector project, discuss how it is implemented. (CO5) 6
 - 8-b. “A realistic appraisal of corporate strengths and weaknesses is required for identifying investment opportunities.” Explain this statement giving reasons. (CO5) 6