

6/H-65 (xvii)(a) (Syllabus-2015)

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(May/June)

BUSINESS ADMINISTRATION

(Honours)

(**Project Planning and Control**)

[BBAH-602(a) (FM)]

Marks : 75

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. (a) Define 'project' and state its characteristics. 8
- (b) State the different ways of projects classification with suitable examples. 7

Or

"Business opportunities are available in the environment that surrounds an entrepreneur." Explain the statement and state with suitable examples how change in social and economic environment brings business opportunities. 15

(2)

2. (a) How would you design a market survey to estimate the demand for a new product 'pears jam' to be launched in the target market 'Meghalaya'? 12
- (b) "Time dimension of demand is very important for marketing plan." Explain the statement. 3
- Or*
- (a) What are the factors generally considered in technical appraisal of a project? 10
- (b) What are the problems associated with improper plant capacity of a project? 5
3. (a) What are the various aspects of financial appraisal of a business project? 3
- (b) How is working capital requirement of a project estimated? What are the factors you would consider while determining the working capital requirements of a small firm? 12
- Or*
- (a) What is meant by social cost-benefit analysis? How is this analysis different from commercial cost-benefit analysis? 3+6=9
- (b) How would you analyze liquidity aspect of a project? 6

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(Continued)

(3)

4. What do you mean by project control? What are the techniques commonly used in controlling a project? 3+12=15
- Or*
- (a) What are the advantages and limitations of scheduling? 8
- (b) State the benefits and significance of project review. 7
5. (a) Describe the steps involved in network analysis. 6
- (b) Write short notes on the following : 9
- (i) Dummy activity
- (ii) Distinction between event and activity
- (iii) Relevance of indirect costs in cost-time tradeoff
- Or*
- (a) Distinguish between CPM and PERT. 6
- (b) With hypothetical information, draw a project network involving at least ten activities and calculate the critical path. 9

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