

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

**2 0 2 3**

**( 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 the characteristics of project life cycle. 8
- (b) Describe briefly the aspects of business environment that need to be monitored. 7

*Or*

Discuss the five forces that shape the profit potential of an industry. 15

2. Explain the key steps in market and demand analysis and discuss their inter-relationship. 9+6=15

( 2 )

Or

Write short notes on any *two* of the following : 15

- (a) Delphi method
- (b) Moving average method
- (c) Chain ratio method

3. What are the components of cost of a project? Discuss them in detail. 15

Or

How is modified NPV calculated? Explain why the NPV of a simple project decreases as the discount rate increases.

- 4. (a) Specify the pre-requisites for successful project implementation. 8
- (b) Discuss the human aspects of project management. 7

Or

Write short notes on any *three* of the following : 15

- (a) Schedule control
- (b) Cost control
- (c) Project control
- (d) Project auditing

( 3 )

5. (a) What is the difference between PERT and CPM? 9

(b) Discuss the difference between total float, free float and independent float. 6

Or

Write short notes on the following : 15

- (a) Optimistic time
- (b) Most-likely time
- (c) Pessimistic time

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