

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

2 0 1 8

(April)

BUSINESS ADMINISTRATION

(Honours)

(Project Planning and Control)

[BBAH-602 (FM)]

Marks : 75

Time : 3 hours

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

1. (a) What are the characteristics of a project? How is it associated with risk? 5+5
- (b) State the importance of brainstorming in idea generation. 5

Or

What do you mean by business opportunity?
Discuss the various aspects taken into consideration while sensing the environment for generating business idea. 3+12

2. State the rationale of technical analysis in venture appraisal. Define the factors taken into consideration in this analysis. 5+10

(Turn Over)

(2)

Or

- (a) State the relevance of market survey in demand analysis. 6
- (b) Write on the various methods used for demand forecasting. 9
3. (a) Estimate financial requirements of a small restaurant positioned at the higher end of Shillong market. (with your own assumptions) 12
- (b) What are the limitations of own source of capital? 3

Or

- (a) What do you mean by Social Cost Benefit Analysis? Why is it necessary? 4+4+4
- (b) Why would a college need working capital? 3
4. (a) What do you mean by project monitoring? State the need for project monitoring. What are the various aspects of project monitoring? 3+3+6
- (b) Write a short note on project audit. 3

Or

Write short notes on the following :

- (a) Project scheduling and control
- (b) Progress measurement
- (c) Role of feedback in project monitoring

(3)

5. (a) Distinguish between PERT and CPM. 8
- (b) Describe the steps followed in network analysis. 7

Or

- (a) From the following information, draw a critical path scheduling arrow diagram and compute—
- (i) critical path and its duration;
- (ii) total float for each activity : 10

Activity	Immediate predecessor	Expected time (in days)
A	—	5
B	A	7
C	B	2
D	B	3
E	C	1
F	D	2
G	C	1
H	E, F	3
I	G, H	10

- (b) What are the rules of crashing? 5
