

(Please write your Exam Roll No.)

Exam Roll No. 02121401710

END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY- JUNE 2013

Paper Code: BBA-304

Subject: Project Planning & Evaluation

BBA(B&I)304

BBA(TTM)304

BBA(MOM)304

Time : 3 Hours

Maximum Marks:75

Note: Attempt any five questions. All questions carry equal marks.

Q.1 Write short notes of the following:

(a) PERT Vs. CPM

(b) Portfolio planning model

(c) Human aspects of project management

Q.2 What is the meaning of Capital Budgeting? Why is it required? Explain various phases of capital budgeting in detail.

Q.3 Discuss the key considerations relevant for making project financing decision.

Q.4 (a) What is demand forecasting? Explain various techniques used in demand forecasting.

(b) Differentiate between location and site. Describe the factors affecting location decisions.

Q.5 (a) What aspects are considered in technical analysis?

(b) What factors have a bearing on the choice of technology?

Q.6 Discuss the basic principle of network cost system. What kind of periodic monitoring is done in a network cost system?

Q.7 Explain the following tools of portfolio planning :-

(a) BCG Matrix

(b) General Elerics spotlight matrix

(c) Mckinsey Matrix

Q.8 Explain briefly the various techniques of risk and uncertainty analysis of a project.
