

**UNIVERSITY INSTITUTE OF APPLIED MANAGEMENT SCIENCES
PANJAB UNIVERSITY CHANDIGARH**

PAPER: PROJECT PLANNING AND ANALYSIS (MBA -3001)

RETAIL MGT. , BANKING & INSURANCE MGT.

**ATTEMPT ANY THREE OUT OF TOTAL OF SIX QUESTIONS. ALL QUESTIONS
CARRY EQUAL MARKS**

Maximum Marks 15

Time Allowed 2 hours

Q: 1 “A temporary endeavor undertaken to produce a unique product, service or result.”
Comment.

Q: 2 Discuss various stages of project life cycle.

Q: 3 How are the project ideas generated and screened?

Q: 4 Draft market and demand analysis strategy for an upcoming corporate bank.

Q: 5 Discuss essential components of cost of a project.

Q: 6 Critically evaluate various means of financing projects.

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IT & TELECOM, INFRASTRUCTURAL, HOSPITAL & PHARMA. MGT.

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Maximum Marks 15

Time Allowed 2 hours

- Q.1. Explain in detail steps in project planning?
- Q.2. What are key Steps in Market and Demand Analysis and their Inter-relationships?
- Q.3. Explain in detail the times series projection methods?
- Q.4. Explain in detail the causal methods of demand forecasting?
- Q.5. What are principles of uncertainties in demand forecasting?
- Q.6. Explain in detail the factors that influence the choice of technology in manufacturing process/technology?