

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

End Semester Examinations- MBA (Sectoral Management) –III Sem-February, 2021

Important Instructions:

- 1) Please download the Question Paper immediately on receipt of the same.**
- 2) Mark your attendance online After Receiving the Question Paper**
- 3) Select the Relevant Question Paper as per your Sectoral Area of Study/Functional Area**
- 4) Please put Roll No, Subject Code, Page No. and Signatures on all pages of the answer sheet**
- 5) Maximum Number of pages in Answer Sheet are 24.**
- 6) Timing of Examinations are 10.00 a.m. to 1.00 p.m.**
- 7) Attempt Questions as per instruction in the question paper. ALL Questions carry Equal Marks**
- 8) Preserve the original Answer Sheet. It may be required to be submitted at a later date.**
- 9) The candidate will be required to submit a single PDF file of his/her answer sheet from their registered email address to the link <https://forms.gle/vksMkWrbaC9d8k9R6> within 90 minutes from completion of examination i.e. till 2.30 p.m. on the day of examination.**

End Term & Reappear Examination, MBA (Sectoral) 3rd Semester
February/March-2021
Project Planning & Analysis (common for all sectoral areas)
MBA-3001

Maximum Marks: 50

Time: 3 Hours

Note: Attempt any five questions in all, selecting at least one question from each unit/section. All questions carry equal marks.

Section-A

Q1). Define and describe 'Projects'. How these are different from 'Routine Activities'? Examine the relevance of 'Project Life cycle' in successful convening of a project.

Q2). Outline the detailed step-wise process of project planning. Examine various essentials of project planning too.

Section-B

Q3). Examine various aspects of technical feasibility citing objectives and relevance behind this exercise.

Q4). How projects are appraised in terms of financial feasibility. Describe the various means of financing a project.

Q5). Enumerate the detailed steps of conducting market and demand analysis. Suggest some ways to overcome limitations of demand forecasting.

Section-C

Q6). Describe 'Social Cost Benefit Analysis (SCBA)'. Is it different from 'Economic Analysis'? Discuss UNIDO approach of conducting SCBA.

Q7). "Scenario analysis is one step ahead of sensitivity technique for incorporating risk in Project's Financial Feasibility". Elucidate the statement.

Q8). Write short note on followings:

a). Significance of 'Time Value of Money' concept in Financial Decisions. **5**

b). Shadow Pricing and its role in Project's Financial Feasibility **5**

Section-D

Q9). Write short note on followings:

a). Examine in detail various alternative forms of project organization citing advantages and limitations of each form. **7**

b). Discuss human aspects of project management. **3**

Q10). Describe in detail the role and importance of project monitoring and review citing the framework of it.