Reg. No. \_\_\_\_\_\_\_\_\_\_\_\_\_



**End Semester Examination – Nov / Dec – 2019**

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| **Code :** | **17BB2020** | **Duration :** | **3hrs** |
| **Sub. Name :** | **PROJECT MANAGEMENT** | **Max. Marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
|  | a. | Explain the roles and responsibilities of project manager. | CO2 | 10 |
| 1. | b. | Describe the life cycle of project management. | CO1 | 10 |
| **(OR)** | | | | |
| 2. | a. | Explain the various steps of project formulation. | CO2 | 10 |
| b. | Write in detail the different project selection methods. | CO1 | 10 |
|  |  |  |  |  |
|  | a. | Briefly explain the various project planning process. | CO1 | 10 |
| 3. | b. | An auto company Q Ltd. is facing a problem of declining market share due to increased competition from other new and existing players in the market. Its competitors are introducing lower priced models for mass consumers who are price sensitive. For quality conscious consumers, the company is introducing new models with added features and new technological advancements.  **Questions:**  i) Prepare a model business plan for Q Ltd. to meet the existing challenge. You need not be very specific about quantitative parameters. You may specify which type of plan you are preparing.  ii) Identify the limitations of such plans.  iii) How will you seek to remove these limitations? | CO3 | 10 |
| **(OR)** | | | | |
| 4. | a. | Briefly explain the various roles of multidisciplinary team. | CO1 | 10 |
|  | b. | Define work break down structure, and explain its pros and cons. | CO3 | 10 |
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| 5. | a. | Briefly explain the PERT analysis and its Pros and cons. | CO3 | 10 |
|  | b. | State the various reasons for project uncertainity. | CO2 | 10 |
| **(OR)** | | | | |
| 6. | a. | Define Goldratt’s critical chain analysis, and discuss its various characteristics. | CO3 | 10 |
|  | b. | Briefly explain the various steps to manage risk in the project. | CO1 | 10 |
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| 7. | a. | Briefly explain the various methods of data collection. | CO2 | 10 |
|  | b. | Draw the project control cycle chart and explain it briefly. | CO3 | 10 |
| **(OR)** | | | | |
| 8. | a. | Briefly explain the formal organisation structure of project management. | CO2 | 10 |
|  | b. | Briefly explain the various types of project organization and its significance. | CO1 | 10 |
|  | | **Compulsory:** |  |  |
| 9. | a. | State the different methods of project evaluation and auditing. | CO2 | 5 |
|  | b. | Briefly analyse the various steps to manage conflicts in a project team. | CO3 | 15 |