

**Punjab Technical University**  
**BBA Examination 2007-2008**

**BBA Semester 4<sup>th</sup> PROJECT MANAGEMENT 2007**

**Time : 03 Hours Maximum Marks : 75**

**Instruction to Candidates:**

- 1) Section - A is Compulsory.**
- 2) Attempt any Nine questions from Section - B.**

**Section – A (15 × 2 = 30)**

- a) Mention the different types of projects.
- b) Differentiate PERT and CPM.
- c) What is meant by shadow pricing?
- d) Explain project rating index.
- e) Name four stages of project life cycle.
- f) Name some tools for identifying investment opportunities.
- g) What is the purpose of network analysis?
- h) Cash flows v/s accounting profits.
- i) What are key questions raised in technical analysis?
- j) Discuss the scope of project management.
- k) Mention the various means of finance to meet out the cost of project.
- l) Mention two main limitations of pay back period method.
- m) Why demand forecasting is done?
- n) Explain the main objective of market analysis.
- o) How profitability analysis is done?

**Section - B (9 × 5 = 45)**

- Q2) Discuss the steps involved in identification of projects and characteristics of a project.
- Q3) Explain the various stages involved in project life cycle.
- Q4) Discuss the meaning and main features of project management.
- Q5) Discuss the utility of various project appraisal methods.
- Q6) Explain the procedure for conducting a market survey.
- Q7) What is technical appraisal of a project? Discuss the points to be considered while carrying out technical analysis of a project.
- Q8) What are the components of cost of project? Discuss in brief.
- Q9) Explain Delphi method of demand forecasting.
- Q10) Discuss the five stages in the Unido approach in detail.
- Q11) Write a note on PERT.
- Q12) Discuss the various steps in project scheduling and control.
- Q13) Mention the circumstances when NPV and IRR methods give contradictory results while evaluating the projects.