

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.