

D 33208

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Name.....

Reg. No.....

**THIRD SEMESTER M.B.A. DEGREE (2016 SCHEME) EXAMINATION  
JANUARY 2023**

(CUCSS)

MBA

BUS 3C 19—ENTREPRENEURSHIP DEVELOPMENT AND PROJECT MANAGEMENT

Time : Three Hours.

Maximum : 36 Weightage

**Part A**

*Answer the following questions.  
Each questions carries 1 weightage*

1. Define Project closure
2. What is project life cycle ?
3. What is a network diagram ?
4. What are characteristics of a project ?
5. What is a sick unit ?
6. Define entrepreneurship.

(6 × 1 = 6 weightage)

**Part B**

*Answer any **four** of the following.  
Each question carries 3 weightage.*

7. What is Social Cost Benefit Analysis?
8. What is Project Auditing?
9. A Matrix organization structure is preferred in project execution. Comment.
10. Distinguish between PERT and CPM
11. Describe the contents of a detailed project report.
12. What are the various steps involved in project evaluation ? Discuss briefly.

(4 × 3 = 12 weightage)

**Turn over**

**Part C**

*Answer any **three** questions.  
Each question carries 4 weightage.*

13. Enumerate the steps involved in Project Planning.
14. Discuss the ways and means by which feasibility of a project can be studied.
15. What is the need for project information system ? Explain in detail.
16. Explain in detail the different phases in establishing of projects.
17. Explain the importance of project appraisal.

(3 × 4 = 12 weightage)

**Part D**

*Compulsory question  
The question carries 6 weightage.  
Case Study.*

18. ABC Pvt. Ltd. Company is in the line of manufacture of fertilisers and pesticides. Mr Shyam the MD is a technocrat with innovative project ideas. The company has high reputation. Mr Shyam wanted to diversify into a new area and got consent of the board of directors for a new investment for setting up a plant for manufacture of briquetted fuel using agro wastes as raw material. Mr Shyam visited the national level research laboratory which had devised the technology for production of the fuel. Being an innovative project the banker of ABC Pvt Ltd. Company also readily came forward to extend required financial assistance. The project was set up with assistance of bank.

During trial production the machinery showed some defects and the final product could not be taken to satisfactory level. The machine broke down frequently. After two weeks of trial the engineers and technicians came to the conclusion that the machine did not work properly because of variation in nature and quality of agro waste available near the company premises as opposed to that available near the laboratory premises. In view of the different nature of raw material the temperature used for fusing the raw material was more than what was designed for machine and this resulted in frequent breakdown and lower quality.

Mr. Shyam asked the project manager to explore possibility of procuring agro waste of such required quality from far off place and revive the project. Calculations showed that the financial viability of the project would suffer due to increased costs of transportation of wastes. Discuss the case and offer your findings.

(1 × 6 = 6 weightage)