

C 32783

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Name.....

Reg. No.....

THIRD SEMESTER M.B.A. DEGREE EXAMINATION, DECEMBER 2017

(CUCSS)

BUS 3C 19—ENTREPRENEURSHIP DEVELOPMENT AND PROJECT MANAGEMENT

(2016 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer the following questions.

Each question carries 1 weightage.

1. What are the characteristics of project ?
2. Who is an entrepreneur ?
3. What do you mean by Project Appraisal ?
4. What is Project Audit ?
5. What is crash time of an activity ?
6. What is matrix project organization ?

(6 × 1 = 6 weightage)

Part B

Answer any four of the following.

Each question carries 3 weightage.

7. Explain the concept of project feasibility and its importance.
8. Discuss the concept of project closure.
9. What are the causes of Entrepreneurial failures ?
10. What is Project Life Cycle ? Explain significant decisions relevant to various stages of it.
11. What are the desirable features of Project Management Software ?
12. Explain Social Cost Benefit Analysis.

(4 × 3 = 12 weightage)

Turn over

Part C

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

13. Explain the use of Work Breakdown Structure for Project Control.
14. What are the different sources of project Finance ?
15. Explain various demand forecasting techniques.
16. What is Detailed Project Report ?
17. Explain the methodology for project evaluation in detail.

(3 × 4 = 12 weightage)

Part D

Compulsory Question. Case Study.

18. Mr. Rajesh is from a middle class family and his father owns a grocery shop in his village. After graduating in science he finalized to start a small sized biscuit manufacturing unit. His financial capacity was not so sound. The machinery supplier quoted a price of Rs. 7 lakhs for the plant. Though the plant is being locally manufactured, it has already proved its technical capability.

Rajesh was confident he could sell his products at competitive prices in local area within a radius of 5 kms in which there are many villages/towns. He knew that branded biscuits from bigger companies are in the market. But still he was confident that he could compete on the price front and could take a market share. He mobilized 3 lakhs from his savings and availed a loan of 5 lakhs from his close friends and relatives and set up the unit. He promised his creditors 15% interest per annum which is about 3% higher than prevailing bank rate. He did not approach any bank as he was afraid of procedural delays.

Comment on the project proposal of Mr. Rajesh.

(1 × 6 = 6 weightage)