

22U669

(Pages: 2)

Name :

Reg No. :

SIXTH SEMESTER B.B.A. DEGREE EXAMINATION, APRIL 2025

(CBCSS-UG)

(Regular/Supplementary/Improvement)

CC19U BBA6 B14 - PROJECT MANAGEMENT

(BBA - Core Course)

(2019 Admission onwards)

Time: 2 Hours

Maximum: 60 Marks

Credit: 2

Part A (Short answer questions)

Answer **all** questions. Each question carries 2 marks.

1. What is Feasibility Study?
2. What is meant by the term "technology"?
3. What do you mean by product layout?
4. What do you mean by Survey Method?
5. What do you mean by Capital Budgeting?
6. What do you mean by probability assignment technique for analysing risks in investment decisions?
7. What do you mean by the permanent working capital?
8. What is meant by public deposits?
9. Define Capital Structure.
10. What is predecessor activity?
11. What is meant by project work control system design?
12. What do you mean by Project Diary?

(Ceiling: 20 Marks)

Part B (Short essay questions - Paragraph)

Answer **all** questions. Each question carries 5 marks.

13. Explain Planning Phase and Organising Phase in Project Life Cycle.
14. Briefly explain the important sources of project ideas?
15. What do you mean by plant location? What are the important factors influencing plant location?
16. What are the steps in NPV method for evaluating investment decisions ?

17. What is Break Even Analysis? Explain the limitations of Break Even Analysis.
18. What are the benefits of systematic project planning?
19. What are the advantages of PERT?

(Ceiling: 30 Marks)

Part C (Essay questions)

Answer any *one* question. The question carries 10 marks.

20. What do you mean by Project Management? Explain the need for it.
21. Who is a Project manager? What are the qualities, rights and duties of good project manager? Also mention the advantages of selecting the project manager from within the organisation.

(1 × 10 = 10 Marks)
