

DECEMBER 2023

**B. COM (HONOURS) - III SEMESTER  
PROJECT MANAGEMENT (BCOMH-304C)**

Time: 3 Hours

Max. Marks:75

- Instructions:**
1. It is compulsory to answer all the questions (1.5 marks each) of Part -A in short.
  2. Answer any four questions from Part -B in detail.
  3. Different sub-parts of a question are to be attempted adjacent to each other.

**PART -A**

- Q1 (a) What is the primary objective of project management? (1.5)
- (b) How SWOT Analysis is helpful to stimulate the flow of project ideas? (1.5)
- (c) State any two merits of market survey. (1.5)
- (d) What are the phases of the project management life cycle? (1.5)
- (e) What is demand forecasting? (1.5)
- (f) What is social cost benefit analysis? (1.5)
- (g) What is the shadow price of a project? (1.5)
- (h) What is the purpose of risk identification in project risk management? (1.5)
- (i) Define the term 'quality assurance' in project management. (1.5)
- (j) Explain the role of a project closure report in the project management process. (1.5)

**PART -B**

- Q2 (a) Compare and contrast various methods for generating project ideas, highlighting their strengths and limitations in the screening process. (10)
- (b) Discuss the key principles that guide effective project management processes. (5)
- Q3 (a) What are the essential components of a project budget, and how does effective budgeting contribute to the successful management of a project? (5)
- (b) Examine the key criteria and considerations involved in assessing the technical feasibility of a project, providing examples to illustrate your points. (10)
- Q4 How does a comprehensive demand analysis contribute to the strategic decision-making process in project management, and discuss its overarching significance in ensuring project success, sustainability, and alignment with market dynamics? (15)
- Q5 (a) Examine the factors that project managers should consider when choosing investment evaluation techniques, highlighting their relevance in project decision-making. (5)
- (b) How do the business criteria of growth, liquidity, and profitability interplay, and what strategic considerations should be considered in project management to optimize these factors for long-term success? (10)
- Q6 (a) Discuss the best practices for preparing a project report, considering its audience, format, and content to ensure clarity, transparency, and strategic value in project evaluation and future planning. (10)
- (b) How does risk analysis contribute to effective risk management in projects, and what strategies can be employed to mitigate and respond to identified risks? (5)