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Q5

## GUJARAT TECHNOLOGICAL UNIVERSITY MBA- SEMESTER- 3 - EXAMINATION - WINTER 2018

Subject Code:3539271 Date:07/12/2018

**Subject Name: Project Management** Time:10:30am To 01:30pm **Total Marks: 70 Instructions:** 1. Attempt all questions. 2. Make suitable assumptions wherever necessary. 3. Figures to the right indicate full marks. Q1 Define the terms: 14 (a) Licensing (b) Acquisition (c) Diversification (d) Commercialization (e) Product Development (f) Growth (g) Decline Q2(a) Projects are of different types-Explain the statement. 07 **(b)** Which are the main causes of Project Failure? 07 07 **(b)** Write a short-note on Phases of Project. (a) Draw a Detailed Flowchart of the Project Formulation and Analysis Process. **Q3** 07 (b) You wish to start a paper bag business, describe the checklist for a feasibility **07** report. OR **O3** Location plays a vital role in selection of the project site. Explain it with 07 appropriate real life corporate world example. **(b)** Write a note on Financial aspect of Project Appraisal. **07** 04 How would an effective project leader, resolve the team conflict? 07 **Q4 (b)** A large scale industry needs huge funds, which are the different sources of 07 finance for them? OR 04 'International trade is impossible to imagine without the assistance of Export-07 Import Bank'. Do you agree with this statement? Why or Why not? An entrepreneur of any business, needs money to run the business on daily 07 04 **(b)** basis, how would he manage the same? **Q5** 'A Project Manager has to play a versatile role'- Explain the statement. 07 (a) 07 Q5 **(b)** Write a note on five stages of team development model. OR

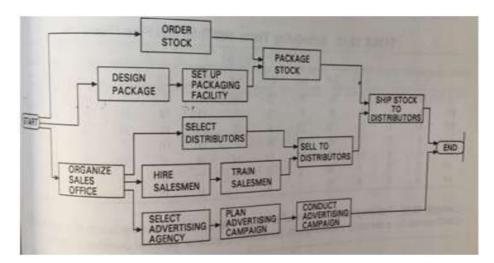
An established company has decided to add a new product to its line. It will 14



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Firstranker by the product from www.mmrstranker.com number of distributors selected on a geographical basis. Market research has indicated the volume expected and the size of sales force required. The steps shown in the following table are to be planned.

- 1. Draw an arrow diagram for this project.
- 2. Indicate the critical path.
- 3. For each non-critical activity, find the ES, EF, LS and LF.
- 4. The precedence Relationships is explained through the diagram below:



Activity	Description	Time (Weeks)
a.	Organize Sales Office	6
b.	Hire Salesman	4
c.	Train Salesman	7
d.	Select Advertising Agency	2
e.	Plan Advertising Campaign	4
f.	Conduct Advertising Campaign	10
g.	Design Package	2
h.	Set up Packaging Facilities	10
i.	Package Initial Stocks	6
j.	Order Stock from Manufacturer	13
k.	Select Distributors	9
1	Sell to Distributors	3
m.	Ship Stock	5

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