

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER III – EXAMINATION – WINTER 2019

Subject Code:4539285**Date:02/12/2019****Subject Name: Project Management****Time:10.30 am to 01.30 pm****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.1. Answer the following questions **14**

1. Define Project Scope Statement.
2. What is a Virtual Project Team?
3. Write any two differences between the PERT and CPM techniques.
4. Define Work Breakdown Structure with an example.
5. Explain the rationale for reducing the project duration.
6. Mention any four criteria used in the evaluation of financial feasibility of the project.
7. Why contingency planning is essential in Project?

Q.2 (a) Each project has a life cycle. Discuss the stages of project life cycle in detail. **07**

Q.2 (b) Discuss the relative pros and cons of the functional, matrix and team approaches to managing projects. **07**

OR

Q.2 (b) Your college is going to organize a state level seminar on “Emerging trends and Opportunities for Management”. Approximately 50 participants are expected to attend and present their research papers in this seminar. For this activity, prepare a Process Break Down Structure. You may make relevant assumptions to support your answer. **07**

Q.3 (a) Write a note on Project Management Information Systems. **07**

Q.3 (b) Ananta Enterprise is a healthcare equipment manufacturer. The management of the company is having limited funds and multiple project options for expansion. Please advise the management of the company about how to identify the best project. **07**

OR

Q.3 (a) What is Project Audit? Discuss the guidelines for conducting the successful project audit. **07**

Q.3 (b) You are organizing Ahmedabad Premier League, a cricket tournament, after three months. You have identified potential risk factors such as Inadequate Parking, Serious injury to the players, Abusive behaviour of the audience and fighting between the team players. Develop a risk response plan for these factors. **07**

Q.4 (a) Discuss the role of the project manager in each of the five stage team development model. **07**

Q.4 (b) Jal Enterprises proposes to set up a mineral water bottle manufacturing plant in India. The company is in search for a suitable location. Discuss the factors that the management of the company should consider for this situation. **07**

OR

Q.4 (a) Discuss various conditions under which a project comes to an end. **07**

Q.4 (b) A project may not progress as per the estimated time and cost. In relation to this, discuss the factors that may improve the quality of time and cost estimates. **07**

Q.5 Dr. Diva Shah is a physiotherapist and Dr. Siddharth Shah is a physician. Both husband and wife. have very creative and innovative ideas. They are practicing at present in Anand, Gujarat. Recently, they went to USA for a leisure trip. There, they have observed that there are retirement homes in USA to take care of variety of needs of elderly or old aged persons such as medical assistance, physical and mental well-being, social bonding, accommodation, food etc.

Dr. Shah and Shah, felt that they can capitalize upon this trend at Anand. Since many people from Gujarati community migrate to foreign countries from this region, there are many such families who need assistance for their daily needs. Further, their medical background will help them to provide healthcare services to elderly people.

Soon, they started such retirement home at Anand named SETU. At initial stage, they started providing the service at their own bungalow. They started with five members and offered unique services including regular physio exercises, meditation, pure & hygienic food, spiritual sessions, entertainment etc. At present, apart from the husband and wife, they have two attendants to assist them. Gradually, the membership base expanded and now the current infrastructure is not adequate to support the expansion. The couple is planning to construct a bigger facility and continue providing better services on a larger scale.

From this situation, answer the following questions.

Q.5 (a) For construction of a bigger facility, the owners are thinking to apply for a bank loan. The bankers are asking for a feasibility report. Kindly suggest the owners about the content to be included in such report for the Retirement Homes. **07**

Q.5 (b) If you are the banker to this project, would you fund the proposal? Justify. Make relevant assumptions. **07**

OR

Q.5 (a) For this new project of Retirement Home, what will be the resource constraints? Elaborate upon them. **07**

Q.5 (b) For this project of Retirement Home, the project manager has identified 9 different activities starting from A to I. You are advised to prepare a network diagram using the following information and find the critical path. **07**

Activity	Nodes	Duration (Months)
A	1-2	2
B	1-3	2
C	2-5	3
D	2-4	4
E	3-4	1
F	3-6	4
G	4-7	5
H	6-7	2
I	5-7	3
