

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER - 3 - EXAMINATION – SUMMER 2021**

**Subject Code: 4539285**

**Date: 13/08/2021**

**Subject Name: Project Management**

**Time: 02:30 PM TO 05:30 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** Briefly discuss the following concepts: **14**
- (a) Project planning
  - (b) Causes of project failure
  - (c) Project scope
  - (d) Project stakeholders
  - (e) PERT
  - (f) Importance of scheduling
  - (g) Venture capital
- Q.2** (a) Just like product, project also has a life cycle. Discuss the stages of project life cycle. **07**
- (b) Depict your understanding for Work Breakdown Structure. Develop the WBS for a project of making a sport motorcycle. **07**
- OR**
- (b) “Project is not the work of only single project manager. It is actually a team work. One of the important tasks of a project manager is to develop responsibility matrix”. Discuss with example. **07**
- Q.3** (a) Discuss various factors affecting the quality of time and cost estimates. **07**
- (b) Discuss various types of project constraints. **07**
- OR**
- Q.3** (a) Briefly discuss the project network techniques. **07**
- (b) What do you understand by resource management in project planning? Discuss. **07**
- Q.4** (a) Discuss guidelines for funding projects. **07**
- (b) What is five stage team development model? Explain each stage with example. **07**
- OR**
- Q.4** (a) What is profitability analysis in project? Explain the importance of profitability analysis. **07**
- (b) Discuss the risk management process in project management. **07**

## Case Study:

This case is about a brilliant technopreneur of Gujarat. Mr. Pandya has completed his engineering from one of the premier institutes of technology in India. He did his specialization in the field of production engineering. After pursuing this degree, he worked in a leading corporate, for a period of two years. During that time period, he realized that he should start some business of his own instead of working for others and he decided to start his production unit. He has thought of setting up banana fiber extraction unit in Gujarat. During his study, he came across this project and saw a great opportunity in this field. He needs Rs. 35 lakhs (fixed and working capital) to start this unit. He is able to manage Rs. 5 lakhs from his internal sources. He is exploring various other options for raising the balance amount. He is approaching the investors. But everyone is demanding a project proposal. Since he is an engineer, he has technical knowhow but lacks expertise in writing a business plan.

Based upon the above case facts, give summary and answer the following questions. Make suitable assumptions wherever required:

- a) Develop a project report for Mr. Pandya that can convince the investors for the said project.
- b) Discuss various expertise required for this new product. What are the risks associated with this project? What may be the remedial plan for the same?

OR

- a) For the project, Mr. Pandya is evaluating various equity and debt options for raising the fund required. Please advise him which option is best suited in this situation and why? Also guide him specifically for various products and services of Small Industries Development Bank of India (SIDBI).
- b) The project can't be handled by only one person. How can a project team be helpful in the project?

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