

BBA 4th Semester Exam., 2019

PROJECT AND EVENT MANAGEMENT

Time : 3 hours

Full Marks : 60

Instructions :

- (i) The marks are indicated in the right-hand margin.
- (ii) There are **SEVEN** questions in this paper.
- (iii) Attempt **FIVE** questions in all.
- (iv) Question Nos. 1 and 2 are compulsory.

1. Answer the following as directed (any six) :
2×6=12

(a) In the _____ stage of the project life cycle, a major portion of the physical project work performed.

- (i) identifying
- (ii) defining
- (iii) planning
- (iv) executing

(Choose the correct option)

(b) CPM predicts the time required to complete the project.

(Write True or False)

(Turn Over)

(c) The time between its earliest and latest start time, or between its earliest and latest finish time of an activity is

- (i) delay time
- (ii) slack time
- (iii) critical path
- (iv) start time

(Choose the correct option)

(d) A project's profitability index is equal to the ratio of the _____ of a project's future cashflows to the project's _____.

- (i) present value; initial cash outlay
- (ii) net present value; initial cash outlay
- (iii) present value; depreciable basis
- (iv) net present value; depreciable basis

(Choose the correct option)

(e) Project financing is one of the steps of project management.

(Write True or False)

(f) Proposed new technologies, process modifications, equipment replacements are the elements of

- (i) financing
- (ii) contracting
- (iii) technical design
- (iv) implementation

(Choose the correct option)

(g) The term 'energy services contract' in a project comes under

- (i) financing
- (ii) contracting
- (iii) monitoring
- (iv) evaluation

(Choose the correct option)

(h) The technique used for scheduling the tasks and tracking of the progress of energy management projects is called

- (i) CPM
- (ii) Gantt chart
- (iii) CUSUM
- (iv) PERT

(Choose the correct option)

(Turn Over)

(i) The network model that allows for randomness in activity completion times is called

- (i) CUSUM
- (ii) CPM
- (iii) PERT
- (iv) Gantt chart

(Choose the correct option)

(j) Which of the following is **not** considered to be a characteristic of a project?

- (i) An established objective
- (ii) A clear beginning and end
- (iii) Specific time, cost and performance requirements
- (iv) For internal use only

(Choose the correct option)

2. Answer any **three** of the following : 4×3=12

- (a) What are the different phases of project management?
- (b) Discuss project life cycle with the help of a suitable example.
- (c) Discuss the guidelines for preparing a detailed Project Report.

(Continued)

- (d) Write a short note on post-event tasks.
- (e) What is project appraisal in project management?
3. Explain market survey for forecasting future demand and sales with the help of a suitable example. 12
4. What are the different types of contracts used in project management? Explain in brief. 12
5. What are the ten commandments of event management? Explain. 12
6. What are the different techniques for ranking of projects? Explain any one with the help of a suitable example. <https://www.akubihar.com> 12
7. How do you prepare projected financial statements? What are the financial projections? Discuss the steps in the financial planning process. 12

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