

(i) Printed Pages : 2

Roll No.

(ii) Questions : 10

Sub. Code :

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Exam. Code :

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Master of Commerce 4th Semester

1048

PROJECT PLANNING AND CONTROL

(Same for USOL Candidates)

Paper-M.C. 401

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— You are required to attempt **five** questions, attempting at least **one** question from each Unit. Each question carries equal marks.

UNIT-I

1. Write a detailed note on 'project identification, formalization and planning'.
2. What is Social Cost Benefit Analysis ? Explain different approaches of social cost benefit analysis with examples.
3. What is feasibility report ? Explain the format of a good feasibility report with examples.

UNIT-II

4. What are differences between product differentiation and market segmentation ? Also write a note on various types of segmentation methods used for segmenting the markets.

5. What are elements of a successful sales plan ? Also explain the factors to be considered before formulating sales plan.
6. What precautions are necessary to ensure that exclusive distribution is not liable to challenge as a restraint of trade ?

UNIT-III

7. What is relation between capital budgeting and risk analysis ? Also explain the concept of risk and uncertainty analysis for new enterprise.
8. Discuss the concept of project financial viability study in detail.

UNIT-IV

9. Discuss different phases of project implementation. Explain various factors affecting project implementation.
10. Explain the difference between Program Evaluation and Review Technique (PERT) and Critical Path Method (CPM) with example. Write importance of PERT and CPM in project organisation and control network analysis.