

2071

Master of Commerce, Fourth Semester
MC-401: Project Planning and Control
(Same for USOL candidates)

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, selecting atleast one question from each Unit.

x-x-x

UNIT – I

- I. What is do you understand by the term 'Venture Appraisal'? Discuss the various significant elements for venture appraisal process in general and Economic and Social Appraisal in particular. (16)
- II. What is Social Cost Benefit Analysis (SCBA)? Discuss the various objectives, significance, scope and the various approaches to SCBA. (16)
- III. Write short notes on the following:-
 - a) Factory Location, Layout and Design
 - b) Commercial Vs National Profitability (2x8)

UNIT - II

- IV. What is a Sales Plan Report? Discuss the significance and the various steps to write a good and useful sales plan report. (16)
- V. What do you understand by the term "Market Segmentation and Product Differentiation"? Discuss the various bases for market segmentation and the significance each. (16)
- VI. Write short notes on the following:-
 - a) Forecasting Future Demand
 - b) Estimation of Financial Requirements for Project (2x8)

UNIT - III

- VII. What is Financial Viability Study? Discuss the various parameters and components of a financial viability report. (16)
- VIII. Write short notes on the following:-
 - a) Process and the Techniques of Capital Budgeting
 - b) Planning Capital Structure (2x8)

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(2)

UNIT - IV

- IX. What is meant by PERT and CPM techniques? What is the main difference between PERT and CPM? Discuss the advantages of using PERT and CPM. (16)
- X. What is time overrun in project management? What are the general causes of project cost and time overruns? Discuss the various measures for preventing cost overrun. (16)

x-x-x