MBA 4th Semester Examination
June. 2014
Subject- Project planning and analysis
Subject Code – MSL-632
Time Allowed: 03 hours. Maximum Marks: 100

Before answering the question paper the candidate should ensure that they have been supplied the correct question paper. Complaints in this regard, if any, shall not be entertained after the examination.

Note: All questions carry equal marks. Ques. No. 1 is Compulsory and attempt two questions from each section.

1. a) What are nine phases for generation and screening of project ideas?
   b) What are the traits of successful entrepreneur?
   c) Define financial analysis.
   d) What are the stages of technical analysis?
   e) Write a short note on capital budgeting

SECTION – A

2. a) What factors have a bearing on choice of technology?
   b) Discuss suggestions helpful in scouting for project ideas.

3. Write a short note on:
   a) End use method
   b) leading indicator method
   c) Delphi method
   d) Exponential smoothing method

4. a) What are various financial estimates and projections being made while doing project appraisal?
   b) Describe the aspects covered in market planning.

SECTION – B

5. a) What are the five stages of appraisal in the UNIDO method as described in the guide to practical project appraisal?
   b) Explain what is the consumer willingness to pay?

6. Explain capital asset pricing model. In light of CAPM explain capital market line (CML) and security market line (SML).

7. a) Explain human aspects on project management.
   b) Discuss the notion of hierarchy of plans.