School of Business
Bachelor of Business Administration
Mid Term Examination - Mar 2024

Duration : 90 Minutes
Max Marks : 50

Sem VI - D1UA602T - Project Management

General Instructions
Answer to the specific question asked
Draw neat, labelled diagrams wherever necessary
Approved data hand books are allowed subject to verification by the Invigilator

1) Categorize the types of projects with suitable example. K4 (4)

2) Why might it be argued that organizations should exercise caution and not solely rely on Return on Investment (ROI) as the sole metric for evaluating projects or investments? Explain potential limitations and challenges associated with relying exclusively on ROI, and explore alternative or supplementary metrics that organizations should consider to make more informed and comprehensive decisions. K5 (5)

3) How does the principles of compounding and discounting play a pivotal role in financial appraisal of projects ? Explain the theoretical underpinnings of both concepts, highlighting their application in evaluating the time value of money within project scenarios. K5 (5)

4) Identify the utility of project management with examples from one ancient and one Morden projects. K3 (6)

5) How does the process of project identification and screening contribute to effective project management and decision-making within organizations? Analyze the significance of project screening criteria, considering both qualitative and quantitative factors. K4 (8)

6) Imagine you are the project manager tasked with initiating a digital transformation project for a medium-sized retail company.The leadership envisions leveraging technology to enhance customer experiences, streamline operations, and stay competitive in the market. Determine the key steps you would take during the project initiation phase to ensure a successful start. Consider aspects such as defining project objectives, conducting feasibility assessments, identifying stakeholders, and addressing potential risks. K5 (10)

7) Elaborate the Challenegs of Demand Forecasting. Compare between Expert opinion vs Delphi method. K6 (12)