

2055

B. Voc. (Retail Management) Fourth Semester  
GC-402: Project Management  
(Common for all B. Voc.)

Time allowed: 3 Hours

Max. Marks: 80

**NOTE:** Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit. All questions carry 16 marks.

x-x-x

1. Attempt any four of the following:-

- a) Define the term "Project" and explain its significance in the business.
- b) What are the major phases of the project life cycle?
- c) What is the significance of social cost-benefit analysis in project appraisal?
- d) What is a decision tree in project management?
- e) Define the term "critical path" in CPM.
- f) What is the primary purpose of project reporting?

**UNIT - I**

2. Define a project and explain its key characteristics. How does it differ from a program and a portfolio? Discuss the different criteria used for classifying projects.
3. Who is a project manager? Discuss the key roles and responsibilities of a project manager in an organization.

**UNIT - II**

4. What is the significance of scouting for project ideas in business development? Discuss different sources and methods used for identifying potential project ideas.
5. Explain the key aspects of financial feasibility analysis. What financial indicators are considered to evaluate the economic viability of a project?

**UNIT - III**

6. Discuss the different types of project appraisal techniques and their applications in evaluating investment opportunities.
7. Discuss the objectives of project evaluation and the role it plays in ensuring the success of a project.

**UNIT - IV**

8. Explain the basic concepts of Project Network Analysis and discuss the importance of network diagrams in project planning and control.
9. What are the essential components of a good project report? Discuss the principles that should be followed while preparing project reports.

x-x-x