Name : ....

Roll No. : ....

Invigilator's Signature : ....

CS/MBA/SEM-4(FT&PT)/MB-401/2012
2012
PROJECT MANAGEMENT &
ENTREPRENEURSHIP DEVELOPMENT

Time Allotted : 3 Hours   *Full Marks :* 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

GROUP – A
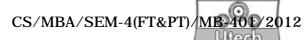### (Multiple Choice Type Questions)

1. Choose the correct alternatives for any *ten* of the following :

$$10 \times 1 = 10$$

   i) The odd trait which does not describe an entrepreneur is

   a) high levels of initiative   b) autonomy

   c) opportunity seeker   d) trend follower.

   ii) Which of the following is not an external motivating factor ?

   a) Enterprising attitude

   b) Encouragement from big business houses

   c) Govt. support and assistance

   d) Availability of factors of production.

25011 (MBA)   [Turn over

iii) Which of the following is an internal motivating factor ?

    a)   Govt. assistance

    b)   Availability of labour and raw materials

    c)   Previous experience

    d)   Promising demand for the product.

iv) Intrapreneurs are

    a)   small businessman

    b)   corporate executives

    c)   corporate executives turned businessmen

    d)   unsuccessful entrepreneurs.

v) The first stage of the project development cycle is

    a)   operation phase   b)   investment phase

    c)   audit phase   d)   pre-investment phase.

vi) Commissioning of a project

    a)   precedes installation of the projects

    b)   succeeds installation of the projects

    c)   has no relationship with installation of the projects

    d)   the relationship depends on specific situation.

vii) Which software is not used in project management ?

    a)   PRIMAVERA   b)   MS PROJECT

    c)   PRISM   d)   LOTUS.

viii) In project management PERT refers to

    a)   Project Energy Rating Time

    b)   Project Energy Rating Terms

    c)   Programme Evaluation and Review Technique

    d)   Petroleum Energy Revolution Technique.

ix) Which one of the following is not match to the rest ?

    a)   NPV   b)   Accounting rate of return

    c)   Benefit cost ratio   d)   Internal rate of return.

x) Which of the following is not a problem solving technique ?

    a) Duplication   b) Brainstorming

    c) Mind Mapping   d) Rapid prototyping.

xi) Autocratic leadership is more

    a) task oriented   b) human oriented

    c) emotion oriented   d) rule oriented.

xii) Intangible assets of a company consists of

    a) patents   b) copyrights

    c) trade secrets   d) all of these.

GROUP – B
(Short Answer Type Questions)
Answer any *three* of the following.   3 × 5 = 15

2. Define entrepreneurship and discuss its importance for a developing country like India.

3. What are the important phases of a project life cycle ? Discuss each phase briefly with key issues involved in it.

4. Define industrial estates. What are its advantages ?

5. Outline the major component of a business plan.

6. Write a short note on *N*-arch theory.

7. Write a comparative note on entrepreneur and intrapreneur.

GROUP – C
(Long Answer Type Questions)
Answer any *three* of the following.   3 × 15 = 45

8. Describe the role, characteristics and significance of micro, small and medium scale industries in Indian context.

9. Write short notes on any *three* of the following :   3 × 5

    a) PERT and CPM

    b) Venture capital

    c) Intellectual Property Rights (IPR)

    d) Value engineering

    e) Entrepreneurial decision making.

CS/MBA/SEM-4(FT&PT)/MB-401/2012

10. a) Describe the major components of the strategic management process.

   b) Write a short note on project life cycle costing.   9 + 6

11. Define risk taking. Why should an entrepreneur be a calculated risk taker ? Discuss risk taking behaviour. Give example.   3 + 5 + 5 + 2

12. a) Define the following terms with suitable examples :

   Dummy activity, free float, slack, critical time, critical activity.

   b) The following table shows the activities, duration and sequences required :

Activity	Immediate Predecessor	Duration (Days)
A	—	5
B	—	4
C	A	7
D	B	7
E	B	8
F	B	5
G	C, D	8
H	E, I	11
I	F	2
J	F	12
K	H, J	11

   i) Draw the Network diagram.

   ii) Find the critical path. What is its length ?

                     (5 × 2) + (3 + 2)