

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA - IEV

SEM: IV - THEORY EXAMINATION (20.... - 20.....)

Subject: Project Management

Time: 3 Hours

Max. Marks: 100

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

20

1. Attempt all parts:-

1-a. Projects are: (CO1, K1)

1

- (a) Temporary
- (b) Unique
- (c) Temporary and Unique both
- (d) Temporary only

1-b. _____ stage marks the beginning of the project. (CO1, K1)

1

- (a) Planning
- (b) Initiation
- (c) Deciding on a project
- (d) Closing a project

1-c. Classify an enterprise started by an individual leveraging their own skills and resources for a local market need. (CO2, K1)

1

- (a) Large Scale Entrepreneurship
- (b) International Entrepreneurship
- (c) Small Business Entrepreneurship
- (d) Social Entrepreneurship

1-d. Identify a key advantage of forming a corporation. (CO2, K1)

1

- (a) Simplicity of formation
- (b) Limited liability for owners

- (c) Minimal regulatory requirements
- (d) Direct control by all owners
- 1-e. Select the typical expectation of a venture capitalist in return for their investment. 1
(CO3, K1)
 - (a) Fixed interest payments
 - (b) A controlling interest in daily operations
 - (c) Ownership stake (equity) and eventual high returns
 - (d) Immediate repayment of principal
- 1-f. Name the earliest stage of venture capital funding, often used for product 1
development and market research. (CO3, K1)
 - (a) Expansion Stage
 - (b) Seed Stage
 - (c) Bridge Stage
 - (d) Later Stage
- 1-g. The time between earliest and latest start time, or between earliest and latest finish 1
time of an activity is: (CO4, K2)
 - (a) delay time
 - (b) slack time
 - (c) critical path
 - (d) start time
- 1-h. An effective way of communicating a projects benefit usually as a part of a 1
performance measuring and reporting process is termed as. (CO4, K1)
 - (a) Performance indicator
 - (b) CPM
 - (c) PERT
 - (d) Gantt chart
- 1-i. Guiding and motivating a project team towards achieving its objectives is a 1
primary function of: (CO5, K1)
 - (a) Project Sponsor
 - (b) Project Leader
 - (c) Functional Manager
 - (d) Client
- 1-j. Developing a plan to convey relevant project information to stakeholders is part 1
of: (CO5, K2)
 - (a) Risk Strategy
 - (b) Quality Strategy
 - (c) Communication Strategy
 - (d) Procurement Strategy

2. Attempt all parts:-

- | | | |
|------|-----------------------------------------------------------------------------------------------------------------|---|
| 2.a. | Summarize the essential phases of a project life cycle. (CO1, K2) | 2 |
| 2.b. | Define the term 'entrepreneur' in the context of business. (CO2, K1) | 2 |
| 2.c. | State two non-financial contributions venture capitalists often make to the companies they invest in. (CO3, K1) | 2 |
| 2.d. | State the reason for using work breakdown structure in project management. (CO4, K1) | 2 |
| 2.e. | State one primary difference between an 'autocratic' leadership style and a 'democratic' one. (CO5, K1) | 2 |

SECTION-B

30

3. Answer any five of the following:-

- | | | |
|------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|
| 3-a. | Explain the skills and knowledge required to smoothly conduct a technical project. (CO1, K2) | 6 |
| 3-b. | "The success of a project is not only dependent on its components but also the on the attitude and abilities of the team leader." Explain. (CO1, K2) | 6 |
| 3-c. | Discuss three distinct and significant roles an entrepreneur fulfills that contribute directly to the economic development and progress of a country. (CO2, K2) | 6 |
| 3-d. | Describe any three different types of entrepreneurship (e.g., innovative, imitative, social, scalable). For each type, provide a clear definition and a suitable example of a business that fits it. (CO2, K2) | 6 |
| 3.e. | "Having a clear and credible exit strategy is crucial for venture capitalists." Elaborate on this statement. Explain why VCs place significant emphasis on this aspect and list three common exit routes for their investments. (CO3, K2) | 6 |
| 3.f. | Distinguish between project time and project schedule with example. (CO4, K2) | 6 |
| 3.g. | "Effective project leadership often necessitates the ability to adapt one's style to the specific demands of the situation and the maturity level of the team members." Discuss this statement with reference to a relevant situational or contingency leadership theory. (CO5, K2) | 6 |

SECTION-C

50

4. Answer any one of the following:-

- | | | |
|------|-------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| 4-a. | Discuss the selection criteria for a project manager, focusing on the skills and qualifications necessary for effective project leadership. (CO1, K2) | 10 |
| 4-b. | Compare the fundamental principles of project management with those of general management, highlighting key differences and similarities. (CO1, K1) | 10 |

5. Answer any one of the following:-

- | | | |
|------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| 5-a. | "Intrapreneurship, or corporate venturing, is increasingly vital for maintaining competitive advantage and fostering innovation within established large corporations." Discuss this statement thoroughly, explaining the concept of intrapreneurship, detailing at least three benefits it offers to the parent company, outlining challenges commonly faced by intrapreneurs, and suggesting ways organizations can actively cultivate an intrapreneurial culture. (CO2, K2) | 10 |
|------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|

- 5-b. Describe various techniques and sources an entrepreneur can utilize for generating a pool of potential business ideas. Following this, explain a structured approach to effectively screen these ideas and then conduct a comprehensive feasibility study for the most promising one, detailing the components of such a study. (CO2, K2) 10
6. Answer any one of the following:-
- 6-a. Develop a detailed guide for an aspiring entrepreneur in India on how to create a compelling, persuasive, and effective pitch deck for the purpose of securing venture capital funding in the competitive environment of 2025. Explain the specific purpose and outline the key content required for at least seven critical slides that must be included in such a deck. (CO3, K6) 10
- 6-b. Discuss how venture capitalists might strategically use projected ROI figures at the time of investment and then track actual ROI (or interim performance metrics correlated with future ROI) at different stages of their involvement in a portfolio company. How do these ROI considerations influence their decisions regarding follow-on funding, strategic guidance, or timing and method of exit? (CO3,K2) 10
7. Answer any one of the following:-
- 7-a. Explain any FIVE situations in detail in which project is crashed. (CO4, K3) 10
- 7-b. Contrast the difference between AoA and AoN. (CO4, K4) 10
8. Answer any one of the following:-
- 8-a. "Effectively motivating a diverse project team, especially one working under pressure on a high-stakes project in a competitive urban environment like Greater Noida, requires a sophisticated and multifaceted approach rather than a one-size-fits-all strategy." Discuss this statement comprehensively. (CO5, K2) 10
- 8-b. "Effective stakeholder management extends far beyond merely identifying who the stakeholders are; it necessitates a deep understanding of their individual and collective needs, evolving expectations, relative power, specific interests, and potential impact (positive or negative) on the project's objectives." Discuss this statement in detail. Explain how a project manager can strategically use tools like the Power/Interest Grid, Stakeholder Cube, or other mapping techniques to categorize stakeholders and develop tailored engagement, communication, and management strategies for different stakeholder segments to maximize support and minimize resistance. Provide illustrative examples. (CO5, K4) 10