Printed Page:-4 **Subject Code:- BMBIE0402**

Roll. No:

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA (IEV)

SEM: IV - THEORY EXAMINATION (2025 - 2026)

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.*

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SECTION-A 20

1. Attempt all parts:-

(1.1) Once the period of chaotic developments is over, it's time for: (CO1, K1) 1

(a) Pioneering stage
(b) Rapid growth stage
(c) Maturity stage
(d) Decline stage

(1.2) The objectives of a project are: (CO1, K1) 1

(a) Defined
(b) Overdone
(c) Vague
(d) None of these

(1.3) Choose the quality most associated with an entrepreneur's ability to see a venture through despite setbacks. (CO2, K2) 1

(a) Pessimism
(b) Indecisiveness
(c) Perseverance
(d) Complacency

(1.4) Name the component of a business model that describes the different groups of people or organizations an enterprise aims to reach and serve. (CO2, K1) 1

(a) Value Propositions
(b) Customer Segments
(c) Key Resources
(d) Revenue Streams

(1.5) Select the funding stage that might occur before an IPO or acquisition, helping a company solidify its position. (CO3, K1) 1

(a) Angel Investment Stage
(b) Later Stage / Bridge Financing
(c) Incubation Stage
(d) Pre-Seed Stage

(1.6) Recognize an essential element VCs look for in a startup's market. (CO3, K1) 1

(a) Small, niche market with no competition
(b) Large and growing market potential
(c) A market that is contracting
(d) A market with very high entry barriers for the startup itself

(1.7) In which of the following project phases is the project schedule developed: (CO4, K1) 1

(a) Conceptual
(b) Planning
(c) Implementation
(d) Design

(1.8) The particular task performance in CPM is known: (CO4, K1) 1

(a) Dummy
(b) Event
(c) Activity
(d) Contract

(1.9) A leadership theory focusing on inherent qualities and characteristics of leaders is known as: (CO5, K1) 1

(a) Behavioral Theory
(b) Trait Theory
(c) Situational Theory
(d) Path-Goal Theory

(1.10) Building a cohesive and effective project team often involves activities focused on: (CO5, K2) 1

(a) Budgeting
(b) Team Development
(c) Scheduling
(d) Contract Administration

2. Attempt all parts:-

(2.1) Differentiate between the goals of project management and general management. (CO1, K4) 2

(2.2) Explain the significance of 'calculated risk-taking ability' for a prospective entrepreneur. (CO2, K2) 2

(2.3) State one key activity that funds from a 'seed stage' investment are generally used for. (CO3, K2) 2

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(2.4) Define project schedule. (CO4, K1) 2

(2.5) Explain the primary purpose or objective of conducting a 'stakeholder analysis'. (CO5, K2) 2

SECTION-B 30

Answer any one of the following:-

(3.1) Evaluate the role of PERT (Program Evaluation and Review Technique) and CPM (Critical Path Method) in project network design. Discuss how these techniques facilitate the identification of critical paths and help in project scheduling optimization. (CO1, K5) 6

(3.2) Enumerate the cases where projects can fail if not taken care properly. (CO1, K2) 6

Answer any one of the following:-

(3.3) Detail three different forms of business ownership available to entrepreneurs. For each form chosen, outline two significant advantages and two notable disadvantages. (CO2, K2) 6

(3.4) Discuss the overall significance of adhering to regulatory compliance when starting and managing a business in India. Mention three distinct key areas where compliance is essential. (CO2, K2) 6

Answer any one of the following:-

(3.5) Illustrate the progression of a hypothetical technology startup through its first two venture capital funding stages (Seed and Series A). For each stage, describe plausible milestones the startup might have achieved and the primary objectives for securing that round of investment. (CO3, K3) 6

(3.6) Outline the essential components that constitute a compelling and comprehensive pitch deck, which an entrepreneur should prepare when seeking venture capital. Briefly describe the objective or key message of any three of these components. (CO3, K3) 6

Answer any one of the following:-

(3.7) Elucidate the process of identifying of nodes and activities in scheduling process. (CO4, K2) 6

(3.8) Distinguish between project planning and project scheduling with the help of example. (CO4, K4) 6

Answer any one of the following:-

(3.9) Describe the core tenets of 'Servant Leadership'. Explain three key practices or attitudes a project manager could consciously adopt to embody this leadership style while leading a community health improvement project in a rural part of Uttar Pradesh. (CO5, K2) 6

(3.10) "Transparency in communication and accountability for actions are often cited as cornerstones of ethical project leadership." Explain this statement in detail, describing how a project manager can practically demonstrate these qualities in their day-to-day project activities and stakeholder interactions. (CO5, K2) 6

SECTION-C 50

4. Answer any one of the following:-

(4.1) Describe the principles of Project Evaluation and Review Technique (PERT) and Critical Path Method (CPM) in project scheduling. Discuss how PERT and CPM 10

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assist in identifying critical paths and optimizing project timelines. (CO1, K2)

(4.2)	Analyze the components of a Work Breakdown Structure (WBS) and explain how it facilitates project planning and resource allocation. Evaluate the importance of creating a comprehensive WBS in ensuring project success. (CO1, K4)	10

5. Answer any <u>one</u> of the following:-

(5.1)	Provide a comprehensive overview of at least four distinct types of entrepreneurship (e.g., Innovative, Imitative, Fabian, Drone, Social, Scalable Startup). For each type selected, explain its core characteristics, primary motivations, typical operational focus, and provide a relevant illustrative example. (CO2, K2)	10
(5.2)	Provide a comprehensive overview of the entrepreneurial support ecosystem currently available in India. Discuss the primary roles, specific objectives, and key schemes or programs offered by at least three different categories of institutions (e.g., central/state government agencies like MSME-DIs, financial institutions like SIDBI/Mudra Bank, and private/academic incubators & accelerators) that actively foster and promote entrepreneurship. (CO2, K2)	10

6. Answer any <u>one</u> of the following:-

(6.1)	Describe in detail the entire spectrum of venture capital funding stages, commencing from pre-seed/seed funding and progressing through early stages (Series A, B) to later-stage/bridge financing. For each distinct stage, elaborate on: (i) the company's typical developmental status and milestones, (ii) the primary objectives for raising funds at that stage, and (iii) the common uses of the capital acquired. (CO3, K2)	10
(6.2)	"Sales forecasting is often aptly described as both an art (requiring judgment and experience) and a science (utilizing data and analytical techniques)." Discuss this statement. Explain at least three different quantitative methods (e.g., time series analysis, regression analysis) and two qualitative methods (e.g., Delphi method, market survey) of sales forecasting. For each method, state its advantages, disadvantages, and suitability for a new B2C technology product being launched in India. (CO3, K3)	10

7. Answer any <u>one</u> of the following:-

(7.1)	Discuss various roles that a project manager has to undergo during managing a project in order to successful coordination among the team members. (CO4, K2)	10
(7.2)	Create a scope of work document for construction of a recreation centre in your town. (CO4, K6)	10

8. Answer any <u>one</u> of the following:-

(8.1)	Explain the fundamental difference between a 'win-lose' (distributive) approach to negotiation and a 'win-win' (integrative) approach. Discuss why project managers should generally strive to achieve win-win outcomes in their negotiations. (CO5, K2)	10
(8.2)	"Proactive, early, and continuous stakeholder engagement is widely recognized as a crucial factor for minimizing project risks, building essential support networks, and ultimately enhancing the probability of project success." Elaborate comprehensively on this statement. Discuss the manifold benefits of engaging stakeholders right from the initial conceptualization and planning stages of a project, and outline at least three effective techniques or methods for facilitating meaningful early engagement with diverse stakeholder groups. (CO5, K2)	10

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