

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 4 – EXAMINATION – SUMMER 2019

Subject Code: 3549286

Date: 03/05/2019

Subject Name: Project Management for Entrepreneurs

Time: 10:30 Am to 1:30 Pm

Total Marks: 70

Instructions:

1. **Attempt all questions.**
2. **Make suitable assumptions wherever necessary.**
3. **Figures to the right indicate full marks.**

Q.1. Answer the following questions. (14)

- 1 Define dummy activity in the project.
- 2 What are the stages of project life cycle?
- 3 What is contingency planning? Give an example.
- 4 Explain the term “Responsibility Matrix”.
- 5 Which activities in the Project can be crashed and why?
- 6 Discuss the Organisation Breakdown Structure with example.
- 7 What is Crowd sourcing/funding?

Q.2 (a) According to you, what are the roles and responsibilities of a project manager? (07)
Discuss in detail.

Q.2 (b) Suppose you are working for an event management company. You have to organize (07)
the wedding function for the son of the reputed politician. Identify the risk factors that can arise in this event and how would you manage them?

OR

Q.2 (b) Suppose your firm has got the project of developing the MIS portal for the patient (07)
information and billing system from a hospital. Which time and cost estimation technique would you apply for this project? Explain the technique in detail.

Q.3 (a) What is a Public Private Partnership (PPP) in Project Management? Who are the (07)
participants in such arrangement? Explain their role.

Q.3 (b) Assume that you are the project in-charge for construction of Warehouses for (07)
Walmart in India. You have witnessed that your team members are not efficiently working. The project is going beyond the expected time and budget. As a project head, how would you handle this situation? What would you do to build a high performance project team?

OR

Q.3 (a) Write a note on Project audit. (07)

Q.3 (b) Shree Arjun Krishna Hospital is organizing the charity function every year for raising (07)
donation for cancer patients. This year, the hospital proposes to invite Shri Tinu Nigam, a famous singer for this function. The charges for passes are ranging from Rs. 500 to Rs. 5000. Shri Tinu Nigam has agreed to come and sing for three hours in this function. Develop a project scope statement for this charity function. You may make necessary assumptions.

Q.4 (a) Give an overview of international projects. Which problems the team members may (07)
face while working on international assignments and how can they be resolved?

Q.4 (b) Suppose an MBA college wants to organize a mega job fair for its management (07)
students. The college authority is in dilemma whether this event should be self-executed, or should be outsourced to an event management company, or partially self-managed and partially outsourced. Kindly guide the college about the pros and cons of each option. Make necessary assumptions.

OR

Q.4 (a) As a project manager, what should be your approach towards technical and socio-cultural dimensions of the project? (07)

Q.4 (b) From the following information, prepare a network diagram and find the critical path. (07)

Activities	Preceding Activities	Duration (Days)
A	----	2
B	A	5
C	A	4
D	B	7
E	B	9
F	C	5
G	E,F	7

Q.5 Mr. Raghav is a post-graduate in management. He obtained his MBA degree from a Smith School of Business, Canada. While he was studying in Canada, he observed that there were lot many salons for pets. Many pet owners simply do not have the time, ability or desire to groom their pets themselves. Hence, they take the services of professionals with the training to do so.

After coming back to India, Mr. Raghav wants to turn his love for animals in to a business opportunity. He wants to venture in to the business segment for pet salons. For that, he attended a diploma course for pet grooming. His business idea is at very initial stage. He is doing market research and exploring different options for carrying out this business. He wants to run a mobile business using a van equipped with grooming supplies and equipment. This business would require major investments in equipment. The necessary basic equipment for grooming businesses includes clippers, shears, scissors, brushes, shampoos, conditioners, sprays, dryers, nail clippers, ear cleaning products, bandanas, and bows. Salons also are usually equipped with washing machines, dryers, bathtubs, professional grooming tables and cages. If this business idea clicks, later he would expand and start his own Salon.

Q.5 (a) Will the venture capital investors be interested in funding this business idea? If yes, then justify. If no, then advise Mr. Raghav which other type of equity investors he may approach and why? (07)

Q.5 (b) Mr. Raghav approaches a bank with his business proposal for funding. If you are a banker, would you consider this proposal? Justify. (07)

OR

Q.5 (a) Mr. Raghav is confused whether to avail debt funding or equity funding for this business idea. Kindly offer your suggestions to him. (07)

Q.5 (b) Can Mr. Raghav approach an incubation centre? What role an incubation centre may play in turning Mr. Raghav's business idea in to reality? (07)