

(i) Printed Pages: 2 Roll No. ....  
(ii) Questions : 10 Sub. Code : 

3	8	4	6
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Exam. Code : 

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Master of Commerce 4<sup>th</sup> Semester  
1059

**PROJECT PLANNING AND CONTROL**

(Same for USOL Candidates)

Paper—M.C. 401

Time Allowed : Three Hours] [Maximum Marks : 80

Note :— Attempt five questions in all by selecting at least one question from each Unit. All questions carry equal marks.

**UNIT—I**

1. What is a feasibility report ? What are its various components ? Discuss the format of a good feasibility report.
2. Discuss the need and importance of understanding environment for business opportunities. How the various stages of entering into a business i.e. idea generation, short listing and selection of a product/service are made ?
3. Write short notes on the following :
  - (a) Project identification, formulation and Planning.
  - (b) Factory design and layout.

**UNIT—II**

4. Discuss the various elements of a successful sales plan. Explain the various factors worth considering before formulating a sales plan.

5. What is the significance of market segmentation and product differentiation ? How future sales plans are prepared ?
6. Write short notes on the following :
  - (a) Future demand and distribution Analysis.
  - (b) Market Survey.

### **UNIT—III**

7. What are the various capital budgeting techniques ? Discuss the usage and application of capital budgeting techniques.
8. Write short notes on the following :
  - (a) Financial Viability Study.
  - (b) Analysis for new enterprise.

### **UNIT—IV**

9. What are the various phases of project implementation ? Discuss the various factors affecting project implementation.
10. Write short notes on the following :
  - (a) Project follow-up and monitoring.
  - (b) PERT and CPM.