



## BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – BBA-2022

Course Name – Project Appraisal

Course Code - BBAD502F

( Semester V )

Library  
Brainware University  
398, Ramkrishnapur Road, Barasat  
Kolkata, West Bengal-700125

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

### Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

(i) Select the primary purpose of project appraisal.

- |   |                                     |
|---|-------------------------------------|
| a) Assessing the feasibility of a project | b) Identifying project team members |
| c) Allocating project resources           | d) Monitoring project progress      |

(ii) Locate the step in project appraisal where financial viability is evaluated.

- |                             |                            |
|-----------------------------|----------------------------|
| a) Project initiation phase | b) Planning phase          |
| c) Implementation phase     | d) Feasibility study phase |

(iii) Identify the type of project that requires a thorough environmental appraisal.

- |                              |                             |
|------------------------------|-----------------------------|
| a) IT infrastructure project | b) Renewable energy project |
| c) Office renovation project | d) Marketing campaign       |

(iv) Select the criteria used to assess the social impact in project appraisal.

- |                          |                                 |
|--------------------------|---------------------------------|
| a) Return on investment  | b) Internal rate of return      |
| c) Cost-benefit analysis | d) Social cost-benefit analysis |

(v) Identify the phase where project objectives are clearly defined.

- |               |             |
|---------------|-------------|
| a) Monitoring | b) Planning |
| c) Evaluation | d) Closure  |

(vi) Select the primary purpose of market analysis in project planning.

- |                                    |                                  |
|------------------------------------|----------------------------------|
| a) To identify potential investors | b) To assess project feasibility |
| c) To determine pricing strategy   | d) To find project location      |

(vii) Cite the most critical factor in determining the market size.

- |                          |                     |
|--------------------------|---------------------|
| a) Total population      | b) Market demand    |
| c) Number of competitors | d) Marketing budget |



10. Illustrate the application of moving average technique in project forecasting. (5)  
11. Explain the significance of risk analysis in technical project appraisal. (5)  
12. (5)

Source of funds	Amount	Proportion (w) in total capital structure	Cost of Capital (k)
Debts	240,000	30%	5.68%
Preference share capital	80,000	10%	9.33%
Equity Share Capital (₹100 each)	400,000	50%	13.30%
Cost of retained earnings	80,000	10%	13.00%
<b>Total</b>	<b>800,000</b>	<b>100%</b>	

This data can be used for the assess of WACC as demonstrated previously.

**OR**

Assess the role of indirect social surplus in education through public initiatives. (5)

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