



BRAINWARE UNIVERSITY

Term End Examination 2018 - 19

Programme – Bachelor of Business Administration

Course Name – Fundamentals of Entrepreneurship and Project Management

Course Code – BBA602

(Semester – 6)

Time allotted: 3 Hours

Full Marks : 70

[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)

10 x 1 = 10

1. *Choose the correct alternative from the following*
 - (i) The process of estimation of the money a company will spend on an asset over the course of its useful life – is:
 - a. Life-cycle costing
 - b. Procurement costing
 - c. Inventory costing
 - d. None of these
 - (ii) Money that has already been spent in a project and cannot be recovered:
 - a. Fixed cost
 - b. Sunk cost
 - c. Period cost
 - d. None of these
 - (iii) Small Scale industry can be described to be usually
 - a. Labour Intensive
 - b. Capital Intensive
 - c. Technology Intensive
 - d. None of these
 - (iv) The odd trait which does not describe an entrepreneur is
 - a. High levels of Initiative
 - b. Risk taker
 - c. Opportunity Seeker
 - d. Procastination
 - (v) The common feature of Critical Path Method (CPM) and Program Evaluation and Review Technique (PERT) is:
 - a. Estimated duration of project
 - b. Network diagram
 - c. Probability of project completion time
 - d. None of these
 - (vi) Which of the following is meant for Entrepreneurship Training?
 - a. EDII
 - b. NABARD
 - c. SIDBI
 - d. None of the above

- (vii) The common element in Line of Balance, Gantt Chart, and Critical Path Method is that:
- They all are project procurement tools.
 - They all are project scheduling tools.
 - Both (a) and (b)
 - Neither (a) nor (b)
- (viii) Alderfer's theory categorizes Maslow's five human needs into :
- Existence
 - Relatedness
 - Growth
 - All of the above
- (ix) Who among the following is/are a successful entrepreneur(s)
- Jamshedji Tata
 - Azim Premji
 - Narayana Murthy
 - All of the above
- (x) SISI is a / an
- All India Institution
 - State Level Institution
 - District Level Institution
 - Block Level Institution

Group – B

(Short Answer Type Questions)

3 x 5 = 15

Answer any *three* from the following

- Correlate between various steps of vendor selection during project procurement: 5
- Interpret the concept of project cost. 5
- Draw the relationship between project planning and project buying. 5
- Draw relationship between various project cost components. 5
- Critically examine McClelland's Achievement-Motivation Theory 5

Group – C

(Long Answer Type Questions)

3 x 15 = 45

Answer any *three* from the following

- Define matrix organisational structure. 5
 - Illustrate the importance of Program Evaluation and Review Technique (PERT) in project scheduling with example. 10
- Correlate between most-likely time of finish (t_m) and estimated time of finish (t_e) of a project activity 5
 - Draw relationship between technical and financial feasibilities of a project. 10
- Briefly illustrate the process of project report preparation. 5
 - Write a note on Women Entrepreneurship in India 10

9. (a) Define total float. 5
- (b) As a part of HR project, a machine manufacturing company will start recruitment for trainee engineers through two different sources – placement agencies and engineering college campuses. Recruitment through agencies will take 4 weeks’ time and campus recruitment will take 2 weeks of time. Subsequent to the recruitment process, training activities will start. Comprehensive training including on-the-job and off-the-job modes will be conducted for candidates both from agencies and college campuses as the pool may include some non-graduate technicians. On the other hand, another on-the-job training program is planned only for the graduate engineers parallel to the aforementioned training program. The duration of comprehensive training program will be of 6 weeks whereas on-the-job training will have duration of 4 weeks. Apply Critical Path Method to identify the followings: 10
- (i) Finish date of the HR project.
- (ii) Critical path to complete the project.
10. (a) Briefly illustrate the process of project report preparation. 5
- (b) Write a note on Women Entrepreneurship in India 10
11. (a) Illustrate the process of project cost reduction. 5
- (b) Assess the role of SIDBI (Small Industries Development Bank of India) in rural entrepreneurship development. 10
