

20/5/2014



DOON UNIVERSITY, DEHRADUN
Semester Final Examination, ~~Fourth~~ Semester, 2014
School of Management

MBA

Course: MMS 534: Project Management and Entrepreneurship Development

Time Allowed : 3 hrs

Max. Marks: 50 Marks

Instructions: Attempt all questions

Section A [10 Marks]

Question1: Define Project Financing. What are five characteristics of Project Financing? How Project Appraisal takes place? [5 Marks]

Question2: What are some of the key environmental forces that have changed the way projects are managed? What has been the effect of these forces on the management of projects?. [5Marks]

Section B [20 Marks]

Question3: Explain the following .

- a. **Program for Software project Management** [5 Marks]
- b. **Portfolio** [5 Marks]
- c. **Project Life Cycle Phases in details** [5 Marks]
- d. **Project Management Process in a Infrastructure project e.g. Road, Bridge** [5 Marks]

Section C [20 Marks]

Question4: Describe the following with examples: ... (10 Marks)

- (a) **Common Personality Traits of an Entrepreneur**
- (b) **Drone Entrepreneur**
- (c) **Fabian Entrepreneur**
- (d) **Entrepreneur Versus Intrapreneur**

Question5: WOMEN ENTREPRENEUR: A CASE STUDY.

(10 Marks)

Mrs. Renu gupta was an intelligent, creative and energetic woman. In spite of being an M.sc in chemistry, she was a homemaker. She wants to supplement her family income, but did not want to opt for a job. She met American who was interested in artificial jewelers. She got that jewellery done through local artisans and then showed them to the American fiestomer, who was highly appreciative. Later on few arrangements were made and Renu managed to get few orders from the Americans.

After the success of one order, slowly she started expanding her business in global markets. Together with bank loans and money from friends and relatives, she floated in export markets. Besides jewellery, she tried her hand in cane furniture also. She discovered that there was less competition in case of cane furniture. She would hold exhibitions to sell out cane furniture's in domestic markets as well. Through observations, direct interactions with the customers and reading she formed practical ideas about the type that would appeal to western customers. Thus, slowly and gradually she could sell out in domestic as well as in global markets. Later on, she stopped taking part in exhibitions and thus did not allow anyone to see her designs. Only trusted employees were allowed to see the designs and since employees were happy and satisfied, there was no question of any breach of trust.

Case questions:-

1. Identify the working environment of Renu gupta. (5)
2. Identify the advantages of Renu gupta as a woman entrepreneur. (5)