

29 APR 2015

Eastern University, Sri Lanka
Faculty of Commerce & Management
Third Year First Semester Examination in BBA
2012/13 (Feb/Mar 2015) (Proper/Repeat)
MOC 3092 Project Planning

Answer all Questions

Time: Two Hours

Q1. Read the case study and answer the questions given below.

Highway Project

The department of Highway in Sri Lanka was exploring ways to reduce the road construction costs and developed new contracting processes to allow the road builders to bring new ideas cutting costs. On one project, the contractor proposed cost-cutting ideas throughout the life of the project. At each phase, the client accepted many of the ideas and then revised the budget. The client promoted the revised cost target of the project as an example of the success of the new process. By the end of the project, the final cost was less than 1 percent over the new target. Although the total cost of the project was almost 10 percent less than original projections and contract obligations, the success of the project was connected to the client's expectations that developed during the life of the project. Even though this project performance exceeded the original goal, the client was disappointed.

Questions :

- i. Define the term 'Project' and identify the key problems in this case study? (05 M)
- ii. Explain the needs and demands for the above project. (04 M)
- iii. Describe about stakeholders analysis and state how the Project Manager would ensure stakeholder co-operation? (06 M)
- iv. What is meant by Project team and briefly explain the roles and responsibilities of the Project team. (06 M)
- v. Critically evaluate the performance of this project. (07 M)

(Total 28 Marks)

Q2. a) Draw a simple Work Breakdown Structure for the manufacture of a bicycle and explain the benefits of using a Work Breakdown Structure.

(08

b) Explore the Risk Management Planning Process and the tools and techniques for the analysis of risks in the Project Planning Process?

(09

c) Explain the role of sponsor in a project organization and specify his/her relationship with the Project Manager.

(07

(Total 24

Q3. a) “With the proper project implementation schedule, it is possible to convert the project into project outputs very effectively”. Do you agree or not? Discuss.

(09

b) What are the differences between Bidder Conferences and Advertisement for requesting responses? And describe tools and techniques to select the sellers in a project.

(08

c) Describe the approaches which are suitable to implement projects in Sri Lankan Communities.

(07

(Total 24

Q4. a) Write short notes on the followings

- i. PRINCE 2
- ii. Procurement Management Plan
- iii. Project Scope Statement
- iv. Performance Reporting Outputs
- v. Project Control

(05 x 03 Marks = 15

b) Analyze the factors affecting the implementation of various projects in Sri Lankan Communities.

(09

(Total 24