

**EASTERN UNIVERSITY, SRI LANKA**  
**FACULTY OF COMMERCE & MANAGEMENT**

**THIRD YEAR SECOND SEMESTER EXAMINATION IN BBA/SP. MKT /SP. HRM –  
2016/2017**

**(July 2019) (Proper/Repeat)**

**MOC 3092 Project Planning**

**Time: 02 Hours**

**Answer all the questions**

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**Q 01.**

- a) Define the term Project Planning. Explain how it differs from Project Management. (06 Marks)
- b) Briefly explain the critiques of the use of Logical Framework Approach from the following (LFA) context and suggest the ways to overcome those critiques.
- i. Stakeholder analysis
  - ii. Problem and Solution analysis
  - iii. Log frame matrix
- (06 Marks)
- c) Briefly describe the Monitoring & Evaluation plan by using a template of Monitoring and Evaluation plan. (06 Marks)
- d) “A Project proposal is a detailed description of a series of activities aimed at solving a certain problem.” Describe the major components of a Project proposal structure with a suitable example. (06 Marks)
- (Total 24 Marks)**

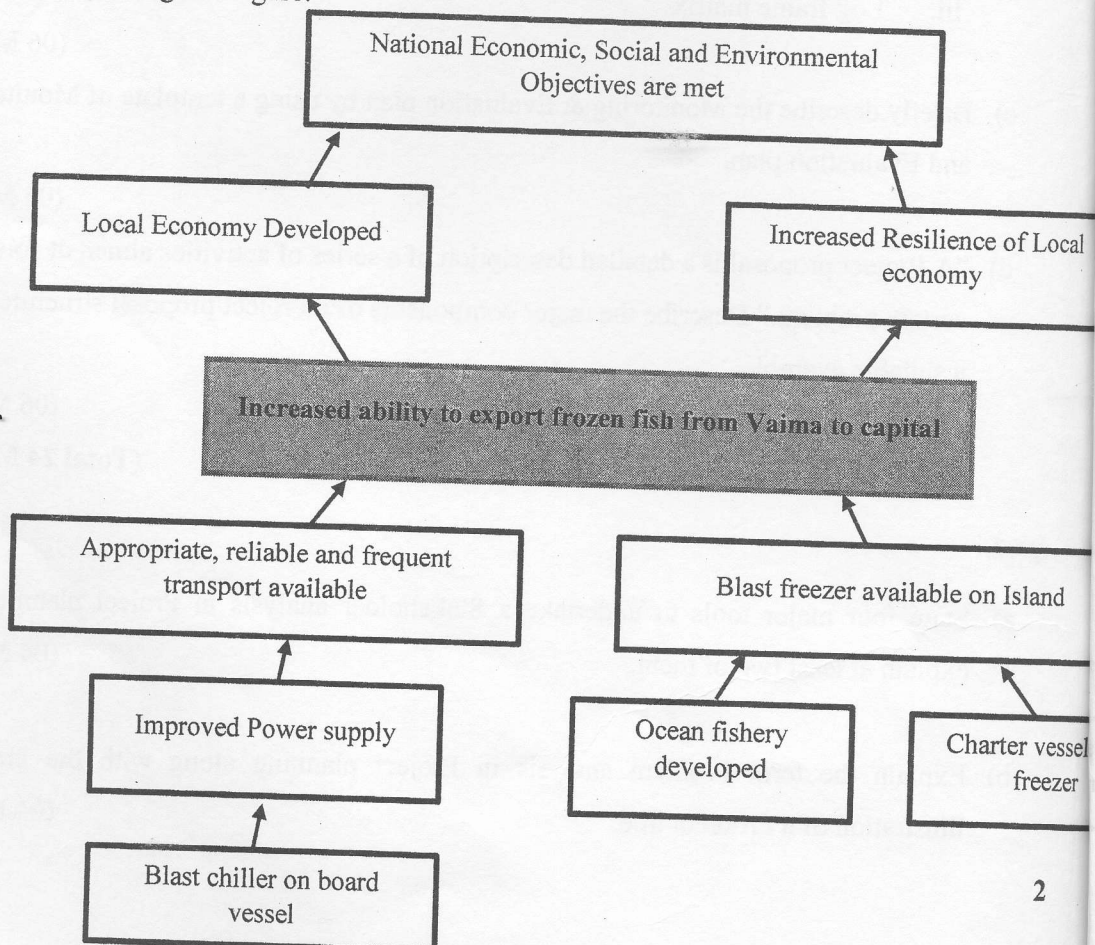
**Q 02.**

- a) State four major tools to undertake a Stakeholder analysis in Project planning and explain at least two of them. (04 Marks)
- b) Explain the term Problem analysis in Project planning along with the graphical illustration of a Problem tree. (04 Marks)

- c) "The **Cause-Effect** relationship from the Problem tree is converted into a **Means-Ends** relationship in the Solution tree." Explain the statement with a suitable diagram. (04 Marks)
- d) Explain the different type of questions that need to be asked and answered at the Strategy analysis stage of LFA approach. (04 Marks)
- e) Write short notes on the followings (04 Marks)
- i. Risk matrix
  - ii. Source of Verification
- f) The timeline provides a way to visually organize activities and tasks into their sequential order in Project planning. Identify and explain two key terms, that are used by the Project managers for determining the timeline of activities. (04 Marks)
- (Total 24 Marks)**

**Q 03.**

The following figure shows a Strategy analysis for a particular project. Answer the following questions by using this figure.



- a) Write down the Goal of this project. (03 Marks)
- b) Identify the Purpose of this project (03 Marks)
- c) Specify the Outputs of this project (04 Marks)
- d) List out the Activities for each output, which has stated in the above question "c" (04 Marks)
- e) Prepare a **Log Framework Matrix (4x4)** for this project based on the above diagram. (08 Marks)
- (Total 22 Marks)**