



# THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

Re-accredited (2<sup>nd</sup> Cycle) by NAAC with Grade "A", CGPA – 3.46 on a 4-point scale

## Backlog Arrear Examination, March 2021

**BBA 3539**

**PROJECT MANAGEMENT**

**Marks : 75**

**Time: 3 Hrs**

**Answer any FIVE of the following**

**5\*15=75**

1. State the techniques of generating and screening of project ideas.
2. Explain the impact of technical analysis on entrepreneurial activities
3. Describe the various methods of project appraisal.
4. Enumerate various schemes of financial assistance provided to projects.
5. As a project manager, how do you plan and control the project?
6. Mention the importance of project report.
7. Discuss about various stages involved in project formulation.