

EASTERN UNIVERSITY, SRI LANKA

FACULTY OF COMMERCE & MANAGEMENT

**THIRD YEAR SECOND SEMESTER EXAMINATION IN BBA/SP. MKT/SP. HRM –
2015/2016**

(July/August 2018) (Proper/Repeat)

MOC 3092 Project Planning

Answer all the questions

Time: 02 Hours

Q1.

1. Identify the different activities of Project planning.
(04 marks)
2. “The Logical Framework Approach (LFA) has been widely criticized in the previous literatures”. Explain the critiques of the use of LFA approach.
(06 Marks)
3. Assume that you have been appointed as a project manager for a Major project in your area. Briefly explain the major steps to consider to conduct the stakeholder analysis.
(08 Marks)
(Total 18 marks)

Q2.

1. Define the term “Objective Analysis” in Logical Framework Approach.
(04 marks)
2. “In many respects, the problem analysis is the most critical stage of project planning”. Describe the major steps to consider when conducting the Problem analysis in Logical Framework Approach.
(06 marks)
3. “The purpose of the Strategy Analysis is to identify possible alternative options, to assess the feasibility of these and agree upon one project strategy”. Describe the different type of questions that you need to ask and answer at this stage of Strategy analysis.
(08 Marks)
(Total 18 marks)

Q3.

1. "It is useful to be able to differentiate the Activities and Tasks for the purpose of developing the time line for a project". Differentiate the project activities from tasks with suitable examples. **(05 Marks)**
2. What is Work Breakdown Structure? Explain the steps to consider to create a Work Breakdown Structure in activity scheduling. **(07 Marks)**
3. "Project Evaluation is a structured process of assessing the success of a project in meeting its goals and to reflect on the lessons learned". Discuss the various reasons to undertake an evaluation in project planning. **(06 Marks)**

(Total 18 Marks)

Q4.

1. Identify the major components of an effective structure of Project proposal. **(04 Marks)**
2. "Project Proposals need to balance in providing enough detail without being too lengthy". Describe this statement by stating the proper justifications. **(06 Marks)**
3. "The Logical Framework Approach precedes the writing of the proposal". Illustrate this statement with a suitable diagram. **(08 Marks)**

(08 Marks)

(Total 18 Marks)

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Index No:

Q5. In each of the questions 01 to 05, select most appropriate answer from the multiple choices.

1. The people, those who benefit from the project in the long term at the level of the society or sector at large is known as _____.
 - a) Project partners
 - b) Target group
 - c) Final beneficiaries
 - d) Stakeholders

2. Which of the following group is clearly shown the important tools to undertake a stakeholder analysis;
 - a) Shareholder matrix, SWOT analysis, Venn diagram and Spider diagrams
 - b) Stakeholder matrix, PEST analysis, Risk Matrix and Spider diagrams
 - c) Shareholder matrix, PEST analysis, Risk Matrix and Spider diagrams
 - d) Stakeholder matrix, SWOT analysis, Venn diagram and Spider diagrams

3. The _____ will help to determine, if the tasks are detailed enough of if you need to break them down again into smaller more detailed sub-tasks.
 - a) Work Breakdown Structure
 - b) Activity schedule
 - c) Flow chart
 - d) Project applications/software

4. The "Project components" can also be thought of as _____.
- a) Intervention Logic
 - b) Horizontal Logic
 - c) Project Strategies
 - d) Project Proponents
5. The pool of software applications could be used to create the activity schedule of a particular project. They are;
- a) MS Project Planning, MS Excel and Gantt Project
 - b) Gantt Project, MS Word and MS Project Planning
 - c) MS Project, SPSS and Gantt Project
 - d) Gantt Project, MS Excel and MS Project

(04 x 05 = 20 Marks)

6. The Log frame consists of a matrix with four columns and four (or more) rows. Write down the appropriate name of the following Column and Row in the Log Frame Matrix
- a) Column 01
 - b) Column 02
 - c) Column 03
 - d) Column 04
 - e) Row 01
 - f) Row 02
 - g) Row 03
 - h) Row 04

(01 x 08 = 08 Marks)

(Total 28 Marks)