JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT
TEST -3 EXAMINATION-2022
B.Tech-V Semester (CS/IT/ECE/Civil/BT)

COURSE CODE (CREDITS): 18B11HS511   MAX. MARKS: 35

COURSE NAME: Project Management and Entrepreneurship

COURSE INSTRUCTORS: Anupriya Kaur and Amit Srivastava   MAX. TIME: 2 Hours

Note: All questions are compulsory. Marks are indicated against each question in square brackets. All subparts have to be attempted in continuity.

Q1. Why is the control of change such a difficult problem for a Project Manager? How might a change control system help? (5 marks) [CO3,CO4]

Q2. Given that termination of project rarely has much impact on technical success or failure of project, then, why is the process of project termination deemed managerially important? (5 marks) [CO3, CO4]

Q3. (a) *Large companies with mechanistic approach often sow the seeds of their own destruction.* Present your argument using suitable examples. (b) Also, highlight why entrepreneurship is on boom. (6 marks) [CO5, C06]

Q4. (a) Discuss why limited liability partnership is a favored option of business form amidst new age entrepreneurs. (b) Outline the basic steps for an organization to get a startup status. (6 marks) [CO5]

Q5 How do angel investors evaluate business proposals for possible funding? (4 marks). [CO6, CO7]

Q6. (a) How can creativity and innovation be boosted through structured efforts? (b) Distinguish between *industry perspective* and *marketing perspective* while evaluating prospective competition. (5 marks). [CO6, CO7].

Q7. What are key marketing functions? Present your answer with examples of successful and unsuccessful brands. (4 marks). [CO7].