



# **GRETSA UNIVERSITY - THIKA**

## **UNIVERSITY EXAMINATIONS JANUARY – APRIL 2017 SEMESTER**

### **BACHELOR OF COMMERCE**

**COURSE CODE: BCBA 306**

**COURSE TITLE: PROJECT MANAGEMENT**

**DATE: 4 APRIL 2017**

**TIME: 11.30 AM – 2.30 PM**

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#### **INSTRUCTIONS TO CANDIDATES**

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

**CAUTION:** All exam rooms are under CCTV surveillance during the examination period.

## **SECTION A**

### **QUESTION ONE ( 40 MARKS)**

- a) As a student of Grets University, your education is a project that must achieve successful completion with the resources available. Discuss the four objectives of a project. (10 marks)
- b) Differentiate between Project Management and General Management. (10 marks)
- c) Discuss the five steps of project planning. (10 marks)
- d) A project that does not meet the general objectives is considered as a failed one. Discuss the reasons why projects may fail. (10 marks)

## **SECTION B**

### **QUESTION TWO (20 MARKS)**

- a) Feasibility analysis is the process by which projects benefits are measured. Discuss four types of feasibility studies that are carried out on a project. (10 marks)
- b) There are several projects that may be terminated before completion. What are the various situations in which projects may fail that indicate the need for project termination. (10 Marks)

### **QUESTION THREE( 20 MARKS)**

- a) Selection of project to be implemented is based on the stakeholder's priorities. Analyze the criteria used for choosing a selection model. (10 marks)
- b) i. Define Cost Benefit analysis (2 marks)  
ii. Discuss the rationale behind CBA (8 marks)

### **QUESTION FOUR ( 20 MARKS)**

- a) Project financiers are concerned with minimizing the dangers of any events that could have a negative impact on the financial performance of the project. Discuss the 3 steps that are involved in minimizing this risk. ( 10 marks)

- b) There are risks that are commonly involved with every project. These risks can be categorized according to the phases of the project within which they arise, but some may be common to all phases. Discuss 5 of these risks. (10 marks)

**QUESTION FIVE ( 20 MARKS)**

- a) Project implementation is the most crucial stage for most projects, since project activities are carried out at this stage. Discuss the 3 phases of project implementation. (10 marks )
- b) Discuss the communication process in project management. (10 Marks)