



School of Pharmaceutical Management

MBA Pharmaceutical Management

Batch-14th (2022-2024)

Second Year, Term 6 End Term Examination, March 2024

PHRM-740 Project Management

Time - 3 Hour

Maximum Marks: 50 (Minimum Marks: 20)

Instructions to students:

- This question paper contains 2 printed pages.
- Don't write anything on the Question Paper except writing your Enrolment No.

Part A

(Maximum Marks: 5)

Q1. State True or False for the following Statements (1 mark each):

- Is performance evaluation review technique determining the efficiency of project management process.
- EVA stands for Earned value analysis
- A Project can be optimized by controlling the critical path in PERT analysis
- Total floats and free floats are calculated under PERT analysis
- Critical path is a longest path from project start to finish

Common Table for Part B and Part C

Consider the following table summarizing the launching of a Product in Market. and answer the questions – Q2, Q3, Q4 & Q5.

KIND OF ACTIVITY	ACTIVITY	PREDECESSOR (s)	DURATION (Months)		
			Optimistic time	Most likely time	Pessimistic time
Product Idea Brainstorming	A	no	6	8	9
Evaluate the Ideas	B	no	3	3	5
Market Evaluation	C	no	2	4	7
Analyze the Competitive Situation	D	A	3	3	5
Prototype and Marketing	E	B	1	3	9
Market Testing	F	C	2	6	9
Product testing	G	C	3	3	11
Packaging/labelling/transportation	H	E,F	5	5	10
Final product quality check	I	D	3	6	9
Prepare for Launch	J	H,G	3	3	9
Product Monitoring in Market	K	I,J	2	3	5
Sales of Product	L	J	3	6	9

Part B

(Maximum Marks: 15)

Answer the following questions based on the common table:

Q2. Construct the Project Network. (7.5)

Q3. Find the expected duration and variance of each activity. (7.5)

Part C

(Maximum Marks: 30)

Answer the following questions, based on the common table:

Q4. Find the critical path and expected project completion time. (15)

Q5. What is the probability of completing the project on or before 26 Months? (15)