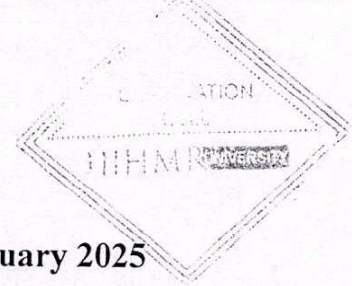


LIHMR UNIVERSITY
School of Pharmaceutical Management

Enrolment No.:



MBA Pharmaceutical Management
Batch-15th (2023-2025)

Second Year, Term 5 End Term Examination, February 2025

PHRM-740 Project management

Time - 3 Hours

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 & False for the following questions (1 mark each):

- a) Is performance evaluation review technique determining the efficiency of project management process.
- b) EVA stands for Every value analysis.
- c) A Project can be optimized by controlling the critical path in CPM analysis.
- d) Total floats and free floats are calculated under PERT analysis.
- e) Critical path is not a longest path from project start to finish

Part B and Part C:

Consider the following table summarizing the launching of a Product in Market. and answer question 2 to question 5:

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

Prepare for Launch	J	H,G	3	3	6
Product Monitoring in Market	K	H,G	3	4	5
Sales of Product	L	I, J	2	5	7

Part B**(Maximum Marks: 15)**

Answer the following questions (7.5 marks each):

- Q2. Construct the Project Network.
- Q3. Find the expected duration and variance of each activity.

Part C**(Maximum Marks: 30)**

Answer the following questions in detail (15 marks each):

- Q4 Find the critical path and expected project completion time.
- Q5 What is the probability of completing the project on or before 26 Months?

