

2022

(5th Semester)

COMMERCE

(Honours)

Paper No. : BC-505

(Project Planning and Control)

Full Marks : 70

Pass Marks : 45%

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. (a) What is project idea? What are the aspects for the generation and screening of project ideas? 4+10=14

Or

- (b) What is screening of ideas? Explain preliminary screening of project ideas. 4+10=14

2. (a) What is demand analysis? Explain the steps for market and demand analysis. 4+10=14

Or

(b) Explain the various sources of secondary information. 14

3. (a) Explain the objectives and importance of material management. 7+7=14

Or

(b) What is meant by product mix? Discuss the elements and factors of product mix. 2+12=14

4. (a) Explain the various cost concepts. 14

Or

(b) Define capital structure. What are the significance and needs for capital structure? 4+5+5=14

5. (a) Define profitability. Explain the related concept of profitability. 4+10=14

Or

(b) What is cash flow statement? How is cash flow statement prepared? 2+12=14
