

**2 0 2 2**  
( 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

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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

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