

**THE OPEN UNIVERSITY OF SRI LANKA  
BACHELOR OF MANAGEMENT STUDIES – LEVEL 5  
ASSIGNMENT TEST- 2012  
PROJECT APPRAISAL – MCU 3204  
DURATION: TWO (02) HOURS**



This paper contains Five Questions.

Date : 24<sup>th</sup> November, 2012

Time : 2.00 pm – 4.00 pm

**Answer any FOUR (04) questions.  
All questions carry equal marks.**

1. “Projects have pre-determined time schedules to achieve predetermined objectives”.  
Give your opinion and explain this statement with suitable examples.
2. Explain the key features of a project.  
What are the main differences between projects and programmes? How are the projects linked with programmes? Explain providing suitable examples.
3. “All successful projects must be profitable.” Comment.  
Explain four differences between commercial and social projects citing suitable examples from Sri Lanka.
4. Explain the project cycle with suitable illustrations.  
How does the knowledge of project cycle and its stages help managers to deal with projects successfully? Explain.
5. Explain four main sources of project ideas with suitable examples.  
What factors may be used by a government or public agency in identifying projects?
6. “Market analysis is usually carried out at the project preparation stage.”  
Describe the importance of “market analysis” in project formulation.  
What are the activities involved in market analysis related to determination of target market share of a proposed project? Explain.

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