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University Examinations 2023/2024

SECOND YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF BUSINESS ADMINISTRATION

BFB 3250: INTRODUCTION TO PROJECT MANAGEMENT

DATE: APRIL 2024

TIME: 2 HOURS

INSTRUCTIONS: Answer question *one* and any other *two* questions

QUESTION ONE (30 MARKS)

- a) Explain the concept of project management (2 marks)
- b) With use of appropriate examples elucidate the factors that contributed to the emergence of the discipline of project management (10 marks)
- c) Describe the characteristics of successful projects (10 marks)
- d) Discuss the importance of project planning for implementation in project management life cycle (8 marks)

QUESTION TWO (20 MARKS)

- a) You were invited as a chief guest in an international forum to give a talk about project definition. Explain key issues that you would include in your write up (10 marks)
- b) Elucidate the key differences between monitoring and evaluation (10 marks)

QUESTION THREE (20 MARKS)

- a) (i) What is project risk? (2 marks)
 - (ii) Elucidate the various categories of project risks (10 marks)
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- b) Discuss the project family tree (8 marks)

QUESTION FOUR (20 MARKS)

- a) (i) What is a logical framework? (2 marks)
(ii) Discuss its components (12 marks)
- b) Explain the importance of a project budget during the project planning phase (6 marks)

QUESTION FIVE (20 MARKS)

- a) Elucidate the format of a good concept note (10 marks)
- b) Discuss the tools used by project designers to conduct project feasibility studies in Kenya (10 marks)