



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF DESIGN
END TERM EXAMINATION - JAN 2023**

Semester : Semester VII - 2019

Course Code : BDC402

Course Name : SEM VII - BDC402 - Design Project management

Program : B.Design - Communication Design/Product Design

Date : 10-JAN-2023

Time : 9.30AM - 12.30PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.

PART-A

ANSWER ALL THE FOLLOWING QUESTIONS

3Q X 10M = 30M

1. Whats is the full form of PERT and CPM ? Explain CPM with an example.
(CO2,CO3) [Knowledge]
2. List any two Project Management Tools. How can these help a Design Project?
(CO3,CO1) [Knowledge]
3. List and explain briefly one tip for effective client relationship management.
(CO2,CO3) [Knowledge]

PART-B

ANSWER ALL THE FOLLOWING QUESTIONS

2Q X 15M = 30M

4. List two benefits of having a RACI Matrix in detail.
(CO1,CO2) [Comprehension]
5. What are the benefits of having a WBS? Explain in 300 words only.
(CO1,CO2) [Comprehension]

PART-C

VIVA / JURY

1 X 40M = 40M

6. With the RACI/Gantt Chart, submit and defend your work plan for the class project.
(CO2,CO3) [Application]