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**PRESIDENCY UNIVERSITY
BENGALURU**

SET A

**SCHOOL OF DESIGN
END TERM EXAMINATION - JAN 2024**

Semester : Semester VII - 2020

Course Code : BDC402

Course Name : Design Project Management

Program : Communication Design

Date : 03-JAN-2024

Time : 1:00 PM - 4:00 PM

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.
- (iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS

4X5M=20M

1. Briefly describe the role of a project manager in a design project
(CO1) [Knowledge]
2. Name two communication tools commonly used in managing design projects
(CO2) [Knowledge]
3. Explain the concept of "Milestone" in project scheduling.
(CO2) [Knowledge]
4. Define the critical path in project management and its significance.
(CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

5X10M=50M

5. Describe the process of change management in design projects. How can project managers control scope creep effectively while accommodating necessary changes? Provide real-world examples.
(CO4,CO1) [Comprehension]
6. Highlight the importance of effective communication and collaboration within design project teams. Discuss tools, strategies, and best practices that enhance communication and collaboration, fostering project success.
(CO2) [Comprehension]
7. Explain how resource allocation and management are critical in design project execution. Provide strategies for optimizing resource utilization in such projects.
(CO2) [Comprehension]

8. Discuss the importance of stakeholder management in successful design project execution. How can effective stakeholder communication be ensured throughout the project?
(CO4) [Comprehension]
9. Outline the steps involved in creating a comprehensive project plan for a design project. Highlight the key elements that need to be included.
(CO4) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

2X15M=30M

10. Present the process of primary and Secondary research of Design project management in the chosen Domain
(CO2) [Application]
11. Presentation of the Design Project Management Process.
(CO3) [Application]