

7548A

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5. Write short notes on **any 3** of the following:

(5×3=15)

- (a) Technology Life Cycle
- (b) UNIDO Approach to SCBA
- (c) Techniques for selection of project under risk
- (d) Social Impact Assessment of a Project

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 7548A

Unique Paper Code : 61017938

Name of the Paper : Project Appraisal and Implementation

Name of the Course : **Bachelor of Management Studies (BMS), 2023 (LOCF)**

Semester : V

Duration : 3 Hours

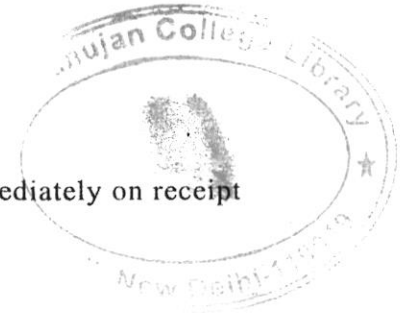
Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt **all five** Questions.

1. You are a business consultant tasked with conducting a market feasibility analysis for a startup planning to launch a sustainable clothing brand. The brand aims to produce eco- friendly and ethically sourced clothing for environmentally conscious consumers.

P.T.O.



Perform a market feasibility analysis for the new brand and suggest whether it should be pursued or not. (15)

2. The CFO of a leading manufacturing company wants to evaluate the financial feasibility of three mutually exclusive projects. The cash flow estimates of these projects over the next 3 years are provided below. The firm uses a discount rate of 12 per cent.

Year	Cash Flows (INR)		
	Project A	Project B	Project C
0	(50,000)	(50,000)	(50,000)
1	35,000	10,000	25,000
2	25,000	30,000	10,000
3	15,000	40,000	15,000

- (a) Calculate the payback period, net present value, profitability index, and internal rate of return of each project.
- (b) Show the rankings of the projects by each of the four methods. (15)
3. The Fixed cost estimate of a water-bottle manufacturing company is 12,00,000. The company

estimates to achieve sales of 15,000 units at a price of Rs. 500 per unit. The variable cost to the company is Rs. 400 per unit. With these figures, the company will be able to book a profit of Rs. 3,00,000. Perform a sensitivity analysis for the firm with 10% and 20% increase in all variables. Find out the most viable option for company with maximum profit. Also list out the merits and demerits of sensitivity analysis. (15)

4. AI is projected to play a pivotal role in driving worldwide economic growth. It is anticipated to contribute around \$15.7 trillion to the global economy by 2030, potentially surpassing the combined current GDP of India and China. In India, there is a substantial opportunity for an AI revolution, given its position as the third-largest source of AI talent globally. Investments in India's AI capabilities are on a steady rise, with a compound annual growth rate (CAGR) of 30.8%, projected to reach \$881 million in 2023. Considering the significant influence of AI, what are some of the areas which a start-up should consider focusing on in the future. Also identify some of the techniques to generate new business ideas in this direction. (15)