

Name:
Enrolment No:



UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM & ENERGY STUDIES
End Semester Examination (Online) – July, 2020

Program: MBA (Oil Gas)

Subject/Course: Project Management and Contract Administration

Course Code: LSCM 8001

Semester : 2

Max. Marks: 100

Duration : 3 Hours

IMPORTANT INSTRUCTIONS

1. The student must write his/her name and enrolment no. in the space designated above.
2. The questions have to be answered in this MS Word document.
3. After attempting the questions in this document, the student has to upload this MS Word document on Blackboard.

		Marks	COs
Q.1	A gas pipeline project is being initiated for city gas distribution. Identify risks associated with the project and develop risk response strategies for the identified risks.	20	1
Q.2	You are representing an overseas customer. You are assigned the responsibility of assessing a vendor for software development and to recommend whether the order should be given to the vendor or not. Develop a checklist describing the aspects that you would like to assess at the vendors site.	20	2
Q.3	A manufacturing company intends to initiate a customer satisfaction survey. As the manager responsible for this project, enumerate the steps involved in the survey and develop a work breakdown structure for the survey.	20	1
Q.4	Who can be stakeholders in a pipeline project installed for city gas distribution? What are expectations of different stakeholders?	20	2
Q.5	Consider a top management meeting of ABC Corporation in progress. Managing Director: Gentlemen, we have called for this meeting to discuss the recently observed fall in our sales. There seems to be a serious quality issue, which we need to resolve. Marketing Manager: Sir, we need to launch a customer survey project to get direct information about customer satisfaction and complaints. The sales have	20	3

	<p>recently dropped and the customer loyalty seems to be shifting to a new competitor.</p> <p>Product Manager: I understand the competitors have provided many innovative features in their product. Why don't we go for redesign and development of additional features in our existing product or develop a new product model itself. That may help in building customer trust and loyalty.</p> <p>Marketing Manager: I think we can go ahead with product design part after the customer needs are understood through a survey.</p> <p>Production Manager: We have been using our existing technology to the full potential. I was just thinking of placing a request for a new technology procurement and installation. I feel that the new technology will be able to raise the quality standards of the existing product to an extent that may again attract the buyers to us. These days we are just producing and stocking, sales not being able to push products in market.</p> <p>Materials Manager: That reminds me, we need to build a new warehouse to stock our raw materials and products. The current space is not adequate to store all we have. We are sometimes forced to keep our material in open. Recently there was a theft also at night. I really don't know what our security is doing.</p> <p>Security in charge: we are managing this large premise with just a handful of security guards. If the company is not willing to employ more staff, at least the boundary wall may be raised by another 3 feet with wire fencing and halogen light.</p> <p>Question</p> <p>Identify various project ideas, which originated during meeting. Looking at the purpose of meeting, which project you will undertake first?</p>		
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ANSWERS