



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF LAW, BUSINESS INTELLIGENCE AND ECONOMICS

DEPARTMENT OF ECONOMICS, MARKETING AND ENTREPRENEURSHIP

EXAMINATION PAPER

COURSE CODE : CBM 404
COURSE TITLE : PROJECT MANAGEMENT
DURATION : 3 Hours
LEVEL : 4.2
DATE :

11 APR 2023

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Use of silent, non-programmable calculators is allowed*
3. Answer question number one (1) in Section A (Compulsory) and any other three (3) questions in Section B.
4. Begin each question on a new page.
5. The number of marks for each question or part question is shown in brackets []
6. Show all workings, where applicable.

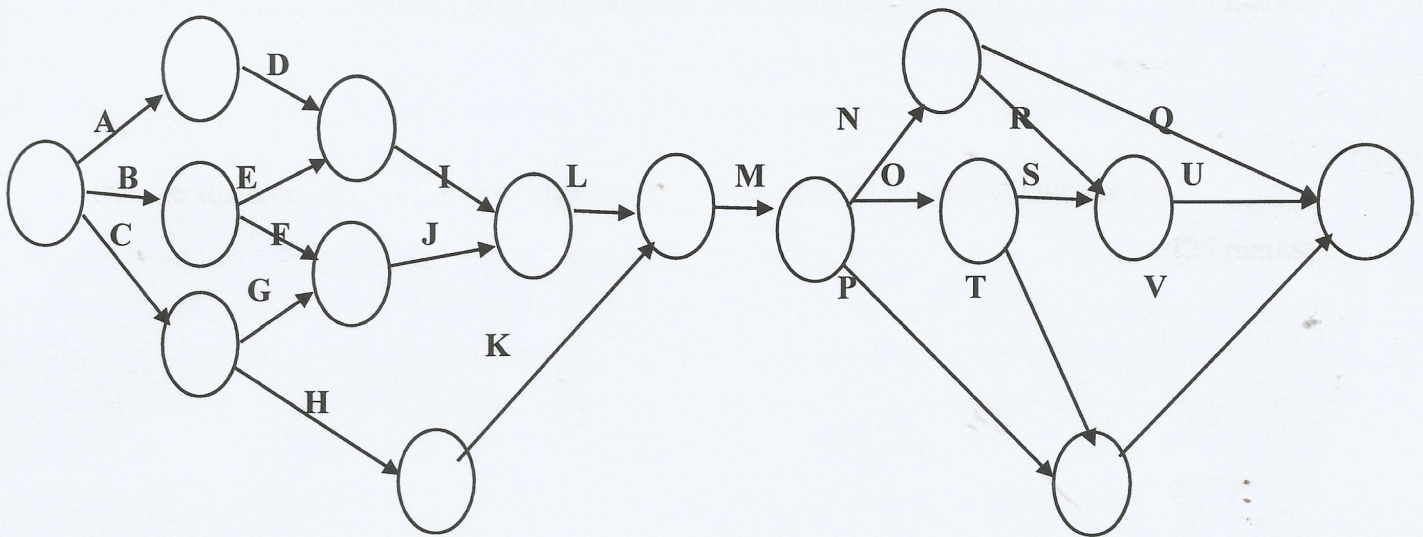
QUESTION ONE

Read the passage and answer questions that follow

Retail giant OK Zimbabwe on Wednesday launched this year's 32nd edition of the OK Grand Challenge Jackpot Promotion, the biggest in the country but said will be held digitally owing to the coronavirus pandemic. The marketing executive indicated that they had critical challenges in making sure that all the core activities leading to the successful launch of the promotion were strategically scheduled to remove any pitfalls.

With the volatile macro environment, proper scanning and responding accordingly to the changes was pertinent. The following is the schedule for preparation for the launch of the promotion.

Promotional Launch Network diagram and Work Breakdown Structure (WBS)



Work Breakdown Structure (WBS)

Activity	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V
Duration (Days)	3	7	5	9	6	5	7	9	4	3	5	2	4	7	8	7	7	4	5	5	6	8

Questions

- Calculate the **total project duration**. [5 marks]
- Identify the **critical path** of the project. [4 marks]
- Discuss how the project manager might handle the stakeholders of this project. [6 marks]

(d) Evaluate the usefulness of **Project Schedule Planning** in managing projects. [10 marks]

QUESTION TWO

Using Zimbabwe as a case study, discuss the assertion that resources planning is the key to the success of projects. [25 marks]

QUESTION THREE

Discuss briefly each of the following ways to handle risk: transfer risk, avoid risk, reduce risk, do contingency planning, and accept risk. Use experienced examples where appropriate. [25 marks]

QUESTION FOUR

- a. What are the principal causes of project schedule overruns? [10 marks]
- b. Evaluate the sources of execution gaps in project management. [15 marks]

QUESTION FIVE

Discuss different ways of improving employee participation in project management.

[25 marks]

---The End---

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15/15 pm.