



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATION**

**2023/2024 ACADEMIC YEAR**

**FOURTH YEAR FIRST SEMESTER**

**BACHELOR OF ARTS IN COMMUNICATION AND  
PUBLIC RELATIONS**

**CODE CODE:BCM4182-1**

**COURSE TITLE: PROJECT MANAGEMENT**

**DATE: 11/12/ 2023**

**TIME: 0830-1030 HRS**

## **INSTRUCTIONS TO CANDIDATES**

You should have the following in the examination:

- Answer booklet

Attempt question **ONE** and any other **TWO**

**Mobile phones** are **prohibited** in examination room

---

**QUESTION ONE: COMPULSORY (20 MARKS) AND ANSWER ANY OTHER TWO QUESTIONS**

- a) In 2000, Electronic Data Systems (EDS) executives were pleased to have secured an \$8.8 billion contract with the U.S. Navy to design, install, manage and support “a single hacker proof network” connecting 345,000 computers at 4,000 Navy and Marine Corps location. However, by 2004, the company had lost \$1.6 billion on the project. Errors and omissions at the very start of the project were major contributors to the dismal financial performance and lost reputation EDS experienced.

**Question**

What other factors at the project initiation stage might have contributed to EDS poor performance in the project. **(10 Marks).**

- b) As a project manager of a community borehole water project that aims to connect 300 households with clean water. Draw a log frame. **(10MARKS)**

**QUESTION TWO (15 Marks)**

- a) Giving relevant examples explain the steps involve in a project life cycle **(10MARKS)**
- b) Examine five success factors of the project according to Pinto and Slevin **(5MARKS)**

**QUESTION THREE (15 Marks)**

- a) The Kenyan government has undertaken many development projects in its post-independence era. Some have succeeded and others have failed and come to be dubbed ‘*white elephant*’. Using Examples of successful

project and failed project as case studies, analyze the possible causes of successful or failed outcomes. **(12marks)**

b) Suppose ABC company decides to terminate this project. Advise the company on different termination strategies available **(8 Marks)**

**QUESTION FOUR (15 Marks)**

a) You have been tasked to recruit a project manager for your organization. Examine the skills the project manager should possess in order to discharge his or her duties effectively. **(6 Marks)**

b) Discuss the concept of **4M'S** of resources **(4 MARKS)**

c) As a project manager of the above project, examine how you will carry out ecological appraisal of this project **(5 Marks)**

**/END/**