



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF MANAGEMENT SCIENCES
DEPARTMENT OF PUBLIC ADMINISTRATION**

2022_2 EXAMINATION

COURSE CODE :PAD756

COURSE TITLE: PROJECT ANALYSIS AND IMPLEMENTATION

CREDIT UNIT : 2CREDITS

INSTRUCTION : 1. Indicate your Matriculation Number clearly.

2. Attempt question one(1) and any other two(2) questions. Three questions in all.

3. Question one (1) is compulsory and carries 30 marks, while the other questions carry 20marks each

4. Present your points in coherent and orderly manner.

TIME ALLOWED : 2HRS

Question 1: State and explain the factors that make forecasting difficult. Explain the two basic approaches to forecasting demand. (30 Marks)

Question 2: Define the term competition and explain the five basic forces to be considered. (20 Marks)

Question 3: What does the Marketing Plan address? List and explain 10 things that are supposed to be in a project cost analysis. (20 Marks)

Question 4: State the Six (6) items we need to consider during manpower planning and evaluation (20 marks)