Assignment

**Program: BBA/MBA Assignment (Spring-2020)**

**Dated: 20th April, 2020 Time allowed: 06 Days**

**Course Title: Marketing Management Instructor: Zaighum Abbas**

**Note: Attempt All Questions Total marks: 30**

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**Note: *This paper should be attempted by “handwritten or word file” and then make a “word file or PDF” file by taking the image of these documents. After making a word or PDF file upload this file through SIC portal in an assignment section. You have a limited time of 06 days which will automatically closed after the completion of timeline. No file will be accepted after the given time line.***

***There should not be plagiarism more than 5% from a single resource. If two papers have similarity both paper will be cancelled. You may take help from Google and PMBOK.***

Q1.

Explain the project charter, who is the charter developing authority. What are the major components of project charter, What is included and excluded from project charter.

(15 Marks)

Q2.

What is a project management plan and list down and explain these components in two to three lines

* + - *Subsidiary management plan*
    - *Baselines*  (15 Marks)