

# TU-22.1442 Project Business A

16.05.2013

**Define the following terms, max answer length ½ pages. Each worth 2 points.**

1. Project based organization
2. Customer value
3. Project portfolio
4. Milieu analysis
5. Project capability
6. BATNA

**Write two essays of given subjects. Each worth 6 points.**

7. Discuss the characteristics of project networks
8. How is corporate strategy translated into projects?
9. Compare constructivist and deterministic project marketing logics. Can they be combined and if so under which circumstances?