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SEAT No. :

P1956

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M.B.A. (Semester - III)

302 : ENTERPRISE PERFORMANCE MANAGEMENT

(2013 Pattern)

Time : $2\frac{1}{2}$ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Each question carries 10 marks.
- 3) Use of non programmable calculators is allowed.

Q1) “Performance Management at all levels and across the organisation has become the need of the day”. Elucidate in the light of Strategic Planning, Management Control and Operational Control.

OR

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ABC Ltd. has a policy of fixing the Transfer Price on cost plus 20% RoI basis. The following information of Div. A is available for the financial year 2013-14.

Fixed Assets	Rs. 12,50,000
Current Assets	Rs. 7,50,000
Debtors	Rs. 5,00,000

Annual fixed cost of the Div. A Rs. 20,00,000

Variable Cost per unit of Prod. Rs.50

Budgeted Volume (units) 2,00,000

- a) Determine the Transfer Price for Div.A.
- b) If the volume (in units) is increased by 10% Current Assets increase by Rs. 2.5 lacs; Debtors increase by Rs. 2.5 lacs. What will be the impact on transfer Price?

P.T.O.

Q2) a) State and discuss various tools and techniques of Capital Expenditure Control.

OR

b) What do you understand by Capital Expenditure Control? Explain the process of Capital Budgeting in detail.

Q3) State and discuss various parameters of Performance Evaluation of a Commercial Bank.

OR

Explain the following in the context of Performance Evaluation of a retail organisation:

- a) Sell through analysis.
- b) Multiple Attribute Method.

Q4) a) State and Elaborate the process of Performance Evaluation for the projects.

OR

Discuss the following parameters while evaluating the performance of a Non-Profit organisation:

- a) Governance.
- b) Product Pricing.

Q5) a) Explain Auditing as a Performance Measurement tool in the light of Internal Audit and Cost audit.

OR

- b) Write a detail note on:
“Financial Audit Vs Management Audit”.

