

Total No. of Questions : 5]

SEAT No. :

P6899

[Total No. of Pages : 3

[5860]-401

S.Y. MBA

**401 GC-14 : ENTERPRISE PERFORMANCE
MANAGEMENT**

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question carries 10 marks.*

Q1) Fill in the blanks (Any 05 out of 08) :

[10]

- i) For the board of directors of the company, the entire company is a _____.
 - a) Profit Centre
 - b) Expense Centre
 - c) Responsibility Centre
 - d) None of the above
- ii) Which of the following statement about the Strategic Business Unit is true?
 - a) SBUs are not tightly controlled
 - b) SBUs are not separate business setup
 - c) SBUs are held responsible for their own results / Performance
 - d) SBUs are evolved from matrix structure
- iii) EVA/RI is used to measure _____.
 - a) Investment Centre
 - b) Expense Centre
 - c) Profit Centre
 - d) Revenue Centre
- iv) DU PONT Analysis deals with _____.
 - a) Analysis of Fixed Assets
 - b) Capital Budgeting
 - c) Analysis of Profit
 - d) Analysis of Current Assets

P.T.O.

- v) Which of the following is not true for capital budgeting?
- a) Sunk costs are ignored
 - b) Opportunity costs are excluded
 - c) Incremental cash flows are considered
 - d) Relevant cash flows are considered
- vi) While calculating the Gross Margin Ratio on Investment (GMROI), the TWO important aspects are:
- a) Stock on Hand and Stock-Outs incidents
 - b) Gross Margin and Average Inventory Cost
 - c) Gross Revenue and Stock on Hand
 - d) Carrying Costs and Stock-Out Costs
- vii) Compliance with the Standard of Auditing is the responsibility of _____
- a) Management
 - b) Those charged with governance
 - c) Auditor
 - d) Audit committee
- viii) Which of the following is not a typical cash flow related to equipment purchase and replacement decisions?
- a) Increased operating cost
 - b) Overhaul of equipment
 - c) Salvage value of equipment when project is complete
 - d) Depreciation expense

Q2) Short Notes (Any 02 out of 03) :

[10]

- a) Process of Responsibility Accounting
- b) Types of Responsibility Centers
- c) Principles of Social Audit

Q3) a) Evaluate the Performance Evaluation Parameter for Non-Profit Organization? [10]

OR

b) Explain the Product Pricing for Non Profit Organizations? [10]

Q4) a) Explain the various Techniques of Capital Budgeting? [10]

OR

b) Describe the Performance Evaluation Parameters for Projects? [10]

Q5) a) KPI used by E Commerce industry is many a times are created. Justify this statement as to Performance Evaluation Parameters for E-Commerce? [10]

OR

b) Audit Function as a Performance Measurement Tool is Managing People and Money both simultaneously explains it? [10]
