

MAR-April 2023

Total No. of Questions : 5]

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SEAT No. : []

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[6025] 71

S.Y.M.B.A.

**401-GC-14 : ENTERPRISE PERFORMANCE MANAGEMENT
(2019 Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

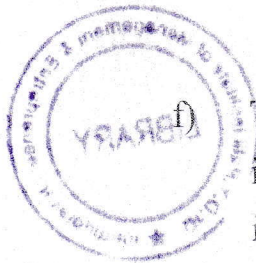
- 1) All questions are compulsory.
- 2) Each question carries 10 Marks.

Q1) Answer the following (Any 5 out of 8)

[10]

- a) Performance Management defined _____
 - i) To comply with the requirements of HR
 - ii) To develop punitive steps to address poor performance
 - iii) To ensure all stakeholder requirements will be met
 - iv) None of the above
- b) What is the term used to describe the value assigned to the goods or services sold or rented from one unit of an organization to another?
 - i) Variable Cost
 - ii) Fixed Cost
 - iii) Transfer Pricing
 - iv) None of the above
- c) Which of the following is not an example of a responsibility center?
 - i) Investment Centre
 - ii) Contribution center
 - iii) Profit Centre
 - iv) Revenue Centre
- d) The method which does not consider investment profitability is _____.
 - i) Pay Back Period Method
 - ii) ARR Method
 - iii) NPV Method
 - iv) IRR Method
- e) Non-profit and government organizations (NPGOs) _____.
 - i) Do not measure success by financial measures
 - ii) Success has to be measured by their effectiveness in providing benefits to constituents
 - iii) Are unable to use the BSC effectively
 - iv) None of the above

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- f) The overall purpose of the balanced scorecard approach is to _____.
- i) Measure product quality
 - ii) Help turn strategy into action
 - iii) Benchmark against competitors
 - iv) Measure financial performance
- g) Which of the following statement about the Strategic Business Unit is true?
- i) SBUs are held responsible for their own results/Performance
 - ii) SBUs are not separate business setup
 - iii) SBUs are evolved from matrix structure
 - iv) None of the above
- h) The term 'EVA' is used for _____.
- i) Extra Value Analysis
 - ii) Economic Value Added
 - iii) Expected Value Analysis
 - iv) Engineering Value Analysis

Q2) Short Notes (Any 2 out of 3) [10]

- a) Principles of Management Audit
- b) Process of Capital Budgeting
- c) Features of E-Commerce

Q3) a) Explain in details Governance of Non Profit Organizations? [10]

OR

- b) Define Capital Budgeting. Discuss the purpose and importance of capital budgeting.

Q4) a) What do you mean by auditing? Explain the Principles of Social Audit in detail. [10]

OR

- b) How ABC Analysis is Performance Evaluation Parameter for Retail? Explain the Classification of items into A,B and C Categories and performance measure of ABC analysis.

- Q5) a) PQR Company heavily decentralized. Division A has always acquired some components from Division B. However division B has intimated increase in its price to Es. 150/unit. Manager of Division A has opposed the same since similar product is available in outside market at Rs.120/unit. Division B has supported its price rise as it is bearing heavy depreciation charge on specialized Equipment they have bought specially for the component. Additional information is as follows:- [10]

Total capacity of Division A-10,000 units p.a.

B's Variable costs - Rs. 100/unit

B's Fixed costs - Rs. 30/unit

You are required to advice -

- i) Suppose there is no alternate use of division B's capacity, Will the company as a whole benefit if A buys the component from outside at Rs 120/unit.?
- ii) Suppose outside market price of the component drops by Rs.30/unit, what would you suggest to the manager of division A?

OR

- b) An Enterprise wanted to give up the transfer price on cost plus 15% Return on Investment Basis. Using following information related to its 'P' division for the year 2022-23.

- i) Determine the transfer price for division P
- ii) If the volume and current assets are reduced by 10%. What will be the impact on transfer price?

1) Fixed Assets Rs.15,00,000

2) Current Assets Rs.10,00,000

3) Debtors Rs.5,00,000

4) Annual fixed cost of the division Rs.15,00,000

5) Variable cost Rs.40/unit

6) Budgeted volume (units) 2,50,000

