

Total No. of Questions : 5]

SEAT No. :

PB-2150

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[62011]-4001

M.B.A.

MANAGEMENT

**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) *All questions carry equal marks.*

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

[10]

- a) ABC Analysis.
- b) Define Social Audit.
- c) Define transfer price.
- d) What is management Audit?
- e) State performance evaluation parameters for non-profit organizations.
- f) Define responsibility centre.
- g) Objectives of Internal Audit
- h) Define E - Commerce.

Q2) Short notes (Any 2 out of 3) :

[10]

- a) Describe the process of capital budgeting.
- b) Explain various tools and techniques of capital expenditure.
- c) Discuss malcoln Baldrige framework with reference to 7 criteria.

Q3) a) Evaluate the performance evaluation parameter for Non-profit organization? [10]

OR

- b) KPI used by E - commerce industry is many times are created. Justify this statement as to performance evaluation parameters for E - commerce?

P.T.O

Q4) a) Calculate EVA from following information : **[10]**

12% Debt capital	₹ 2,000 Crores
Equity capital	₹ 500 Crores
Reserves & surplus	₹ 7,500 Crores
Capital employed	₹ 10,000 Crores
Risk free rate	9%
Beta factor	1.05%
Market rate of return	19%
Operating profit after tax	₹ 2,100 Crores.
Tax rate	30%

OR

b) Pizza Hut Ltd. has existing assets in which it has capital invested of ₹150 crores. The after tax operating income is ₹20 crores and company has a cost of capital of 12%. Estimate EVA of the firm. **[10]**

Q5) a) MNC Ltd. has two divisions X and Y. X sells 1/3 of its output in the open market and transfers the rest to Div Y. Cost and revenue during the year are as follows : **[10]**

	X	Y	Total(₹)
Sales	16,000	48,000	64,000
Cost of production in the division	24,000	20,000	44,000
Profit during the period	-	-	20,000

There is no opening or closing stocks. You are required to find out profit of each division and profit of the company using transfer price.

- i) At cost
- ii) At cost plus a margin of 25%.

OR

b) What is an NGO? Explain the need for evaluator performance appraisal of an NGO? **[10]**

