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SEAT No. :

**P3797**

**[4870]-3002**

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**M.B.A. - II**

**302: ENTERPRISE PERFORMANCE MANAGEMENT**

**(2013 Pattern) (CBCS) (Semester - III)**

*Time : 2 ½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

- 1) *Draw diagrams wherever necessary.*
- 2) *Each question carry 10 marks.*
- 3) *Use of non-programmable calculator is allowed.*

**Q1) a)** Why balance score card is considered superior to other methods of performance appraisal? Prepare balance score card for an organization offering credit card?

OR

- b) Your company fixes the inter-divisional prices for its products on the basis of
- i) Cost plus a return on investment in the division and
  - ii) Cost plus % 20 of such transfer price

The budget for division ABC for the year 2012-13 has been prepared as follows-

Particulars	Amt in ₹
Investment in Division ABC	7,00,000
Debtors	3,00,000
Other current Assets	5,00,000
Annual fixed cost of the division	8,00,000
Variable cost per unit of the division	10
Budgeted volume for the year	4,00,000 units
Desired return on Investment	20%

Determine the transfer price for division ABC on the basis of

- i) Cost plus return on investment.
- ii) Cost plus 20% of such transfer price.

**P.T.O.**

**Q2) a)** “Capital budgeting is one of the important tools for performance manager of an enterprise”. Explain in light of performance Index and post completion Audit.

OR

b) Why capital budgeting decisions are crucial from the existence point of view of an organization. Elaborate your answer with a suitable example.

**Q3) a)** Discuss the performance of a bank in light of capital adequacy, Assets Quality, Management, earning; liquidity, systems and controls.

OR

b) The manager of “Leading Retail Store” is worried about the performance of his retail outlets. What are the performance management criteria he can implement in effectively manage performance of his unit?

**Q4) a)** The important parameters a project manager emphasizes while appraising the project is quality, cost and time. Explain in detail how these factors are controlled and monitored by a project manager in performance management of a project.

OR

b) Discuss the features of non profit organization and parameters for their performance evaluation.

**Q5) a)** Write a note on:

i) Cost audit

ii) Management audit

OR

b) Differentiate Internal Audit Vs Financial Audit.

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