

(i) Printed Pages : 2 Roll No. ....

(ii) Questions : 10 Sub. Code : 

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Exam. Code : 

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**Master of Commerce 3<sup>rd</sup> Semester**

**(1129)**

**BUSINESS PERFORMANCE MEASUREMENT**

**Paper : M.C.-301**

**Time Allowed : Three Hours] [Maximum Marks : 80**

**Note :—**Attempt **FIVE** questions in all, selecting at least one from each unit. All questions carry equal marks.

**UNIT—1**

1. What is Business Performance Measurement ? Discuss the various metrics used for performance management and identify the purpose for which they are being used.
2. “Kaizen philosophy is based on the belief that every activity can be done better next time and hence there is an opportunity to reduce cost on a continuous basis.” Discuss.
3. “Target costing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably.” Explain.

**UNIT—2**

4. Write notes on the following :—
  - (a) Growth Component
  - (b) Price Recovery Component
  - (c) Productivity Component.

5. "Long term investment decisions cannot be based on ROI since maximizing rate of return does not matter when aim is to maximize return to shareholders." Comment.

### UNIT—3

6. What are the main features of Balanced Score Card ? How is it different from traditional performance measurement system ?
7. "The downside of throughput accounting against ABC, however, is that it may offer less insight to those charged with making strategic decisions regarding production practices and costs." Comment.

### UNIT—4

8. What are the issues involved in drafting management control system in a non-profit organization ?
9. Discuss Responsibility Accounting. What are various responsibility centres ? How do you measure the performance of these responsibility centres ?
10. "Company transfer pricing policies must satisfy dual objectives", What are the objectives ? What is a common conflict between a division and the company as a whole ?