

al No. of Questions : 10] [Total No. of Printed Pages : 3
(26)

**Master of Commerce IIIrd Semester
(0503) Examination**

3826

**BUSINESS PERFORMANCE MEASUREMENT
Paper : M.C-301**

Time : 3 Hours]

[Maximum Marks : 100

te :- Attempt *five* questions in all by selecting at least *one* question from each Unit. Each question carries equal marks.

Unit-I

Discuss in detail the various techniques to measure and enhance profitability and quality of products and services.

Bring out clearly the concept of Benchmarking and Environmental cuts ? Also explain how these cuts are managed with suitable examples.

473

(1)

Turn Over

3. Write short notes on the following :

- (a) Activity Based Budgeting
- (b) Target and Kaizen Costing

Unit-II

4. Distinguish between ROI and EVA. Also explain the various methodology of EVA of meaning to business performance.

5. (a) Write a detailed note on strategic profitability analysis. Illustrate with suitables.
- (b) Explain briefly the procedure for setting goals for production management.

Unit-III

6. Explain in detail the balanced score card and also discuss the performance dimensions of balanced score card.

7. "Activities and art drivers of activity based cutting" is difficult to determine. Discuss.

A-473

(2)

Unit-IV

"Responsibility centres are effective in measuring performance." Elaborate this statement with methodology, types and organization structure.

Write short notes on the following :

- (a) Methods of Transfer pricing
- (b) Role of Information System in MCS

"All Management control systems are effective."

Discuss with a suitable example.