

Total No. of Questions : 5]

SEAT No. :

PF-12110

[Total No. of Pages : 2

[6648]-802

M.B.A.

**GC-16 : ENTERPRISE PERFORMANCE
MANAGEMENT**

(2024 Pattern) (Semester - IV)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) Solve any five :

[10]

- a) Define Enterprise Performance Management (EPM).
- b) State any two objectives of EPM.
- c) What is KPI (Key Performance Indicator)?
- d) Define Balanced Scorecard.
- e) Explain features of E-Commerce.
- f) List any two components of EPM.
- g) What is strategic planning?
- h) Give types of Responsibility Centers.

Q2) Solve any two :

[10]

- a) Explain benchmarking with suitable examples.
- b) Explain the importance of EPM in modern organizations.
- c) Discuss types of performance measurement systems.

Q3) Solve any one :

[10]

- a) Explain the Product Pricing for Non Profit Organizations.
- b) Explain the various Techniques of Capital Budgeting.

P.T.O.

Q4) Solve any one :

[10]

- a) What do you mean by auditing? Explain the Principles of Social Audit in Detail.
- b) KPI used by E Commerce industry is many a times are created. Justify this statement as to Performance Evaluation Parameters for E-Commerce.

Q5) Solve any one :

[10]

- a) Explain in details Governance of Non Profit Organizations.
- 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 2024-25.
 - 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
