



Graphic Era
HILL UNIVERSITY
Established by an Act of the State Legislature of Uttarakhand (Adhivasyam Sankhya 12 of 2011)
University under section 2(f) of UGC Act, 1956

GEHU/04M/9.1.3

End Term(Even) Semester Examination June 2025

Roll no. **2391029**.....

Name of the Course and semester: **B.Com(Hons)–4th Semester** Name
of the Paper: **Advanced Performance Management**
Paper Code: **BCH 403 (ACCA)**

Maximum Marks: 100

Time: 3-hours

Note:

- (i) All the questions are compulsory.
- (ii) Answer any two subquestions from a, b and c in each main question.
- (iii) Total marks for each question is 20 (twenty).
- (iv) Each sub-question carries 10 marks.

1. (2x10=20 marks)
 - a. Establish relationship between strategic planning and mission statement of an organization. (CO1)
 - b. What role does strategic, tactical and operational plans and objectives play in enabling an organization fulfil its mission? (CO 2)
 - c. Explain in detail Porter's 5 forces model. (CO2)
2. (2x10=20 marks)
 - a. Discuss zero based budgeting as an alternative to incremental budgeting. (CO3)
 - b. Elaborate weaknesses and limitations of traditional approaches to budgeting. (CO3)
 - c. What are the common best practices adopted by organizations using a Beyond Budgeting (BB Approach)? (CO2)
3. (2x10=20 marks)
 - a. Evaluate characteristics of good information for planning, decision making and control in an organization. (CO3)
 - b. What are the different types of Management Information Systems (MIS)? (CO2)
 - c. Describe cloud computing along with its main types of setups. (CO2)
4. (2x10=20 marks)
 - a. Define Human Resource Management and also throw light on its importance
 - b. Explain Vroom's Expectancy Theory. (CO4)
 - c. Write a detailed note on Maslow's Hierarchy of needs. (CO3)
5. (2x10=20 marks)
 - a. Explain various short term profitability measures in detail. (CO4)
 - b. What are the pros and cons of using Net Present Value Method for appraising long-term projects? (CO5)
 - c. What problems are associated with performance management in Not-for-profit organizations? (CO5)