

FINAL EXAMINATION

December 2017

*P-20(SPBV)
Syllabus 2016*

Strategic Performance Management and Business Valuation

Time Allowed: 3 Hours

Full Marks: 100

The figures in the margin on the right side indicate full marks.

This paper has been divided into two Sections, viz, Section A and Section B.

Section – A : Strategic Performance Management

(50 marks)

Answer Question No. 1 which is compulsory and any two from the rest of this Section.

1. Choose the correct option from amongst the four alternatives given:

2×5=10

(i) _____ is the uncertainty of the purchasing power of the monies to be received, in the future?

- (A) Market risk
- (B) Physical risk
- (C) Purchasing power risk
- (D) Interest rate risk

(ii) Unsystematic risk relates to

- (A) Market risk
- (B) Inherent risk
- (C) Beta
- (D) Interest rate risk

Please Turn Over

- (iii) In which discipline supply chain concept was originated?
- (A) Production
 - (B) Operation
 - (C) Marketing
 - (D) Logistics
- (iv) Under perfect competition and at the point of equilibrium of firm
- (A) MC curve must be falling
 - (B) MC curve must be rising
 - (C) MR curve must be falling
 - (D) None of the above
- (v) Financial risk arises out of _____
- (A) Increased competition
 - (B) Conduct of business and investment
 - (C) The nature of financial transaction
 - (D) Both (B) and (C)
2. (a) (i) What is Benchmarking?
- (ii) Briefly describe any two types of benchmarking.
- (iii) Identify difficulties in implementation of benchmarking. 3+4+3=10
- (b) (i) What are the characteristics of Enterprise Resource Planning (ERP)?
- (ii) What are the reasons for the failure of ERP? 4+6=10
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