

Paper 15 : Business Strategy & Strategic Cost Management

QUESTION WISE COMMENTS:

1. Overall performance is good. Students have tried to explain threats, strengths, opportunities etc. in general not specific for the Postal Department, GOI. Students identified competitive advantages of courier services, but the potential treats to postal department were not explained.
2. (a) The students have tried to answer the question based on their own perception specifically explanation of 'conditions when integration is not beneficial to a company.'
(b) Overall performance is satisfactory
(c) Majority of examinees could not answer to the point.
3. (a) General bookish discussion was made by majority examinees without touching global concept.
(b) More or less performance is satisfactory.
4. (a) Majority of the students could not understand the case study. They answered the question based on their own perception which is not specific to the political behavior in Reliance Industries.
(b) More or less performance is satisfactory.
5. (a) Majority of the students could not understand the case study. They answered the question based on their own perception i.e., not specific to the case in all three parts of the question.
(b) More or less performance is satisfactory.
6. (a) More or less performance is satisfactory.
(b) Answers were on wrong concept as majority could not follow the question. Instead of PDSA cycle, students gave answer of PLC.
(c) Performance is satisfactory.
(d) More or less performance is satisfactory. Most of the examinees simply explained EOQ Model.
7. (a) More or less performance is satisfactory. Most of the students could not explain application part of the Business Process Re-engineering.
(b) Most of the students could not analyze the given situation in the question.
8. (a) More or less performance is satisfactory.
(b) Unsatisfactory performance. Majority could not make logical and systematic analysis.
(c) Most of the students could not attempt the question properly due to lack of knowledge.
9. (a) The students have narrated their own perception regarding Cost pool and cost driver in Activity Based Costing.
(b) More or less performance is satisfactory.
(c) Performance is satisfactory.

GENERAL COMMENTS AND GUIDELINES:

- Go for in-depth knowledge of the subject.
- Thorough reading of study material, journals, text books etc. for better understanding about case studies and practical problems is suggested.
- Students are advised to understand the questions thoroughly before answering.