

Paper 17 : Strategic Performance Management

Question Nos.	Performance of Students	Suggestions for Improvement
1. It is a case study nature question based on Business-Process Re-engineering.	Overall good performance. The majority of the candidates performed better.	Students should have read the study materials sincerely.
2. It is question of Customer Relationship Management.	Most of the students have attempted better in the first part of the question. But in the case of 2 nd and 3 rd part of the question very poor performance as these are practical orientation question.	Most of the students not fully aware of the concept of Customer Relationship Management. They should acquire fundamental knowledge and skill through detail study of the study materials.
3. It is based on Process Costing and decision making problem.	Very poor performance. A few students attempted this question correctly and got full marks.	It requires through knowledge on process costing and decision making. Practicing more problems in the relevant area.
4. It is a question of Transfer Pricing problem	Very good performance by the majority of the students and got full marks also.	Students should require the fundamental and depth knowledge on transfer pricing and required more practice of different practical problems from the study materials and reference books.
5. It is a question of Target Costing problem.	Very easy and common question and very good performances is seen of the majority of the students.	Students are required to practice more and more problems on the target costing. Because every time the easy question may not be setted.
6. It is based on Decision Tree theory and problem.	Very good performance in both parts of the questions. Most of the students attempted very well.	More and more learning required for improvement of conceptual skill in the same area. The study materials reading are necessary. It is scoring question.
7. It is a question on Artificial Neural Network and Data Warehousing theory.	Majority of the students attempted well and got satisfactory marks.	More reading of study materials is necessary for attempting this type of question.
8. The questions are Six Sigma, Online Analytical Processing and Decision Support System theory	Well attempted by majority of the students in every part of the question and got satisfactory marks.	More reading of study materials is necessary for attempting this type of theory question.
9. It is the theory question on Enterprise Risk Management and Strategic Decision for Risk Management.	The students' performance is better and got the satisfactory marks.	More reading of study materials is necessary for attempting this type of theory question and for clear conception of the subject.
10. It is the theory question on sickness of the company and corporate failure.	The students' performance is well and majority of them got the satisfactory marks.	More reading of study materials is necessary for attempting this type of theory question and clear conception of the subject.

General Observations and Suggestions:

- (a) Some candidates have given the answer based on superficial knowledge and ideas. A few candidates lack in basic and conceptual knowledge and sometimes they have given irrelevant and vague answers mainly relating to the subjective type of questions. They are not serious to follow the institute's study materials. In-depth study and more practicing the problems based on the key factor are necessary for the improvement of the standard.
- (b) After analyzing and scrutiny the examiner's general comments regarding questions it may be observed that this paper is standard one.
- (c) On the basis of the answer of the students, it is observed that the majority of them did not go through the study materials more seriously. Preparation is lacking for them. A Final level student cannot be ignorant in serious studies accordingly. In **Final Level High Quality Professional Course** candidates must read the study materials thoroughly and students' editions Suggested Answers of previous years' questions and quality text books as well. Then they would have profound knowledge of the subject and may be able to answer the questions satisfactorily.
- (d) The questions are selected very standard. All most all the chapters (areas) have covered. Whole paper is set in such a way that examinees with ordinary diligence can obtain the pass marks.
- (e) Poor performance in theory question. Sufficient attention has to be paid for spelling as well as neatness and legible handwriting.
- (f) Thoroughly study of model answers and more attention as well as concentration are required while evaluating answer scripts.
- (g) Avoid answering based on guess work.

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