

FINAL EXAMINATION

June 2016

*P-17(SPM)
Syllabus 2012*

Strategic Performance Management

Time Allowed: 3 Hours

Full Marks: 100

*The figures in the margin on the right side indicate full marks.
This question paper has been divided into 3 parts viz., Section-A (60 marks),
Section-B (20 marks) and Section-C (20 marks).*

Please Note:

- ◆ From Section A: Performance Management, you are to Answer Question No. 1, which is compulsory, carrying 20 marks. Further answer *any two* questions from the rest of the questions in this section, each carrying 20 marks.
- ◆ From Section B: IT & Econometric tool in Performance Management, you are to answer *any two* questions, each carrying 10 marks.
- ◆ From Section C: Enterprise Risk Management, you are to answer *any two* questions, each carrying 10 marks.

Section – A (60 marks)

Performance Management

Answer question No. 1, which is compulsory, carrying 20 marks.

*Further answer any two questions from the rest of the questions
in this section, each carrying 20 marks.*

1. Whirlpool Corporation is a leader of the \$100 billion global home appliance industry. Infact, it is the World's leading manufacturer and marketer of major home appliances, with an annual sales of around \$30 billion, with a man-power strength of about 80,000 and having 80 manufacturing and technology research centers around the world. Its main products are Washing Machines, Refrigerators, Dishwashers, Water-filters etc., Whirlpool is committed to a brand value creation strategy focusing on Innovation, Cost Productivity, Product Quality and Consumer Value. The company continues to improve its global operating platform to ensure that it is the best-cost and best-quality appliance manufacturer worldwide.

Whirlpool's supply chain has been transformed to better deliver products to its trade customers and consumers. The benefits of action are evident through a stronger network, increased efficiencies and timely deliveries.

Please Turn Over

