**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU -27**

Registration Number:

Date & Session: 22-12-2022 (9am)

**B.Com IFA – V SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2022**

**(Examination conducted in December 2022)**

**BCIFADEA5619: ADVANCED PERFORMANCE MANAGEMENT I**

**Time: 2 ½ Hours Max Marks: 70**

**This paper contains 2 printed pages and 4 parts**

**SECTION-A**

Answer any **FIVE** questions (5x2=10 Marks)

1. Define Mission Statement.
2. State the meaning of CSR.
3. What is strategic management?
4. What is triple bottom line?
5. Give the meaning of ERPS.
6. State the differences between risk and uncertainty.

**SECTION-B**

Answer any **THREE** questions (3x5=15 Marks)

1. Briefly explain the classifications of CSFs.
2. Discuss the BCG matrix in detail.
3. Elucidate Porter’s 5 force model?
4. Explain the qualities of a good performance report.

**SECTION-C**

Answer any **TWO** questions (2x15=30 Marks)

1. Expand upon the Building block model and its uses in performance measurement.
2. What is SWOT analysis? Prepare a brief SWOT for Amazon.
3. Explain McKinsey's 7’s model.

**SECTION-D**

Answer the following Question (1x15=15 Marks)

1. **SUBWAY**

Customers in more than 100 countries, walk into Subway for their delicious, healthy options. It’s likely one of the first restaurants to pop into your head when you’re craving something low-calorie, easy, and healthy for dinner. The company boasts their vast selection of fresh, healthy meats and bread. Their slogan is “eat fresh” after all. And health-conscious customers adore it.

Following the restrictions of the health and safety regulations is the company’s top priority. From packaging to distribution, Subway and their workers handle the responsibility of their food products. However, health guidelines change based on a country’s specific policies. The regulations in the United States differ overseas compared to Muslim countries. There, most companies abide by a strict Halaal food restriction. If the food isn’t Halaal, it won’t be eaten by the general public.

Subway needs to make sure they’re following the rules in each location strictly. Otherwise, they may lose favor with their customers. In the west, customers have more disposable income than ever. Add in the benefits of inexpensive options fast-food restaurants typically offer, and customers are happily spending money at places like Subway. It wasn’t always like this though. [Fast food sales were affected during the recession](https://pestleanalysis.com/pest-analysis-example-for-the-food-industry/) several years ago. Retaining customers was difficult; many were laid off or terrified of being laid off. At this time, fast food was more of a “luxury” purchase. People were counting every penny and spending it on only the necessities.

Quality must be maintained in their restaurants too. In many cases, workers must wear hair nets and gloves before handling any Subway food. If Subway can’t maintain proper compliance and hygiene of their workers, their stores will shut down. Additionally, many countries require publicly displaying the number of calories of Subway foods. Although a legal requirement, it’s also something customers want. But it’s not a requirement in every country. Bills and regulations pressure companies, like Subway, [to adopt greener methods](https://pestleanalysis.com/environmental-factors-affecting-business/). This includes the management of food and monitoring how the food is grown. Some places criticize the use of pesticides and antibiotics in the meat served to their customers.

Subway is strengthening its delivery network in India by partnering with prominent food aggregators. They are also looking forward to facilitating the customer and introducing mobile ordering for the Indian market. Subway has launched its 600th franchise restaurant in India at Bharuch, Gujarat. The Subway franchise is easy and cheap to set up in a country like India and there is a huge number of Subway stores too. Currently, the American food chain has about 660 restaurants in India, which is the eighth largest market for it in terms of the number of restaurants globally. The restaurant chain Subway has exploded into an international success, and its Indian subsidiary had also been quite revered across the nation.

* + - 1. Prepare a PESTEL Analysis of Subway (10 Marks)
			2. What is the future of subway in the Indian Market ( 5 Marks)