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

Registration Number:

Date & Session

**B. Com IFA– V SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2023**

**(Examination conducted in November/ December 2023)**

 **BCIFADEA 5423 Advanced Performance Management I**

**Time: 2 Hours Max Marks: 60**

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

**Section A**

I. Answer any **five** of the following  **(5 X 3= 15marks)**

1. What should be the mission statement according to Drucker?
2. “What gets measured gets done” justify the statement.
3. State the differences between risk and uncertainty?
4. State the meaning of CSR with a suitable example.
5. State four problems dealing with quantitative data.
6. Define strategic planning and mention its characteristics.

**Section B**

II. Answer any **three** of the following **(2x 5 = 10 marks)**

1. Explain the qualities of a good performance report.
2. Elucidate Performance pyramid model.
3. Write a short note on ERPS.

**Section C**

III. Answer any **two** of the following **(2 x 10 = 20 marks)**

1. Briefly explain any 3 models used in performance management process.
2. Discuss how the PESTLE factors impact the business performance.
3. What is BRP? Discuss the pros & cons of BRP.

**Section D**

IV. Answer **the following (1 X 15 = 15 marks)**

1. Amazon is a company that deals with a huge customer data base and the mission of the company is to give the customer wide variety of products at the best prices from multiple vendors. The company also came up with the strategy of one day delivery and free delivery for the prime customers. They also focused on providing the smallest product to large products on their e- commerce platform.
2. As a performance evaluator, analyze the company’s performance in accordance to various internal & external information sources **(10 marks)**
3. Discuss how big data can be used in amazon **(5 marks)**