

D 54215

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Name.....

Reg. No.....

**THIRD SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2024**

(CUCSS)

M.B.A.

BUS 3EH 02—PERFORMANCE MANAGEMENT

(2016 Scheme)

Time : Three Hours

Maximum : 36 Weightage

**Part A**

*Answer the following questions.  
Each question carries 1 weightage.*

1. What is organizational performance ?
2. Define performance appraisal.
3. What is Coaching ?
4. What is performance tracking system ?
5. Define performance reward.
6. What is business system analysis ?

(6 × 1 = 6 weightage)

**Part B**

*Answer any **four** of the following.  
Each question carries 3 weightage.*

7. Elaborate on the major competencies required for effective performance.
8. Explain how management styles affect organization performance.
9. Differentiate between the task and relationship orientation of management style.
10. Discuss the various criteria involved in evaluating performance of middle level managers
11. Explain the limitations of performance related reward system.
12. Explain the individual responsibilities towards organizational performance.

(4 × 3 = 12 weightage)

**Turn over**

**Part C**

*Answer any **three** of the following.  
Each question carries 4 weightage.*

13. Discuss how vision and mission helps in setting performance standards.
14. Elaborate on the various performance appraisal methods.
15. Outline the various leadership skills required for effectively managing an organization.
16. Explain the various methods of tracking performance.
17. Explain the different reward systems.

(3 × 4 = 12 weightage)

**Part D**

**Compulsory Question.**  
*6 weightage.*

18. ABC Insurance Limited is a leading insurance company in the country. The company has good compensation plan with large variable component and minimal fixed component as part of the salary structure at the entry level. The company is finding it difficult to attract and retain talent at the entry level. Design a reward system, which can ensure talent is retained in the system.

(1 × 6 = 6 weightage)