

No. of Printed Pages : 2

**MMPF-003**

**MASTER OF BUSINESS  
ADMINISTRATION (MBA)  
Term-End Examination  
June, 2023**

**MMPF-003 : MANAGEMENT CONTROL SYSTEMS**

*Time : 3 Hours*

*Maximum Marks : 100*

*(Weightage : 70%)*

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**Note :** (i) Answer any **five** questions.

(ii) All questions carry equal marks.

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1. Discuss the purpose of Management Control System and distinguish it from operational control. Explain the concept of four levers of control framework.
2. Explain the concept of strategy and differentiate between corporate level strategy and business unit level strategy. Discuss the application of BCG Model in formulation of business unit level strategy.
3. What is a 'Responsibility Centre' ? Discuss the reasons for establishing responsibility centre and discuss the criteria used for designating a unit/division as a responsibility centre.

**P. T. O.**

4. What is a 'Profit Centre' ? Explain the concept of 'Profit Decentralization' and discuss the benefits and limitations of profit decentralization.
5. What do you understand by 'Performance Measurement' ? Explain the broad framework for performance measurement system. Explain in detail the various types of metrics used for performance measurement.
6. What are the objectives of reward and compensation system ? Discuss in detail the various types of short-term incentive plans.
7. Explain the following :
  - (a) Total Quality Management
  - (b) Enterprise Resource Planning
8. What are the characteristics of a project organization ? Explain how these characteristics affect the control system design of a project.