



Final Examinations Winter 2002

December 13, 2002

BUSINESS MANAGEMENT
Module E Paper E-17

(MARKS 100)
(3 hours)

- Q.1 (a) The Management of MNC Consumer Pakistan Limited is required to present their Financial Business Plan to their Regional Management for the years 2003-2007. List down the various information templates that should be included in the presentation along with brief comments, where-ever needed. (10)
- (b) Explain briefly the following terms:
- (i) Vision (02)
 - (ii) Mission (02)
 - (iii) Values and Beliefs (02)
- Q.2 (a) List the most critical success factors for the design of a strategic management accountancy system. (04)
- (b) Do you agree that one of the success factors should be that the communication gap between the accountant and decision maker should be eliminated by the design of the accounting system and the consequent output? Explain with reasons. (04)
- Q.3 Why management should develop an “Ethical Culture” in an organization and what steps are required to create such culture? (08)
- Q.4 In an employee appraisal system, what is actually being appraised? Also explain the qualitative and quantitative aspects of an employee appraisal system. (08)
- Q.5 (a) What should be the process of training in an organization? (05)
- (b) As a training manager how would you carry out training needs analysis? (05)
- Q.6 The Chief Executive of ABC Oil Company Limited has engaged you as a consultant to assist in the development of their policy on Health, Safety and Environment. You are required to draft the policy statement of the Company. (10)
- Q.7 (a) What do you understand by “Segmentation” and “Targeting”? (04)
- (b) Describe briefly benefits of market segmentation (04)
- Q.8 What are the reasons for branding and not branding products? (12)
- Q.9 What is “Protectionism”? What are the means through which governments provide protection to the domestic procedures from foreign competition? (08)
- Q.10 What are the characteristics of multinational companies and the motives of these multinationals? (12)

(THE END)