

(8 pages)

Reg. No. :

Code No. : 5807

Sub. Code : WBAE 35

M.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2024.

Third Semester

Business Administration

Elective — PERFORMANCE MANAGEMENT

(For those who joined in July 2023 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (15 × 1 = 15 marks)

Answer ALL questions.

Choose the correct answer :

1. What is the primary focus of performance management?
 - (a) Employee compensation
 - (b) Monitoring day-to-day activities
 - (c) Aligning individual performance with organizational goals
 - (d) Managing financial resources

2. Which of the following is a key component of performance appraisal?
 - (a) Goal setting
 - (b) Employee recruitment
 - (c) Training needs analysis
 - (d) Compensation management
3. Performance evaluation typically involves
 - (a) Analyzing financial statements
 - (b) Reviewing employee performance against set objectives
 - (c) Conducting market research
 - (d) Planning corporate strategy
4. Which of the following is a key element in managing under-performance?
 - (a) Ignoring the issues
 - (b) Immediate termination
 - (c) Providing constructive feedback and support
 - (d) Reducing employee benefits
5. What does 360-degree feedback involve?
 - (a) Feedback from only the employee's manager
 - (b) Self-assessment by the employee
 - (c) Feedback from peers, subordinates, managers and sometimes clients
 - (d) A simple survey about job satisfaction

Page 2

Code No. : 5807



6. Which process is essential for identifying and addressing performance issues?
- (a) Performance reviews
 - (b) Salary negotiations
 - (c) Market analysis
 - (d) Vacation planning
7. Which of the following is a common performance management model?
- (a) SWOT analysis
 - (b) Balanced scorecard
 - (c) PEST analysis
 - (d) Business canvas model
8. Performance management surveys are primarily used to
- (a) Collect feedback from customers
 - (b) Evaluate employee performance and gather insights for improvement
 - (c) Plan company events
 - (d) Measure financial performance
9. In the context of performance management, what does KPI stand for?
- (a) Key performance indicator
 - (b) Knowledge process index
 - (c) Key product information
 - (d) Knowledge performance indicator

Page 3 Code No. : 5807

10. Which of the following best describes competency mapping?
- (a) Identifying market trends
 - (b) Analyzing competitors strengths
 - (c) Assessing the skills and abilities required for specific roles within an organization
 - (d) Mapping out geographical locations
11. What is potential appraisal?
- (a) Assessing an employee's current job performance
 - (b) Evaluating the future capabilities and growth potential of an employee
 - (c) Calculating the potential revenue of a new product
 - (d) Reviewing the potential of new market opportunities
12. What is the objective of training need appraisal?
- (a) To promote employees without assessment
 - (b) To evaluate the training requirements needed to bridge performance gaps
 - (c) To allocate annual bonuses
 - (d) To assess market trends

Page 4 Code No. : 5807

[P.T.O.]



13. What is the purpose of a performance development strategy?
- (a) To eliminate performance reviews
 - (b) To establish a framework for continuous improvement and development of employees
 - (c) To reduce training costs
 - (d) To limit employee promotions
14. Mapping business strategies with performance management strategies ensures
- (a) That business strategies are only focused on marketing
 - (b) Alignment between strategic goals and individual performance goals
 - (c) That only top management is involved in strategic planning
 - (d) That employee goals are disconnected from business objectives
15. Which of the following is a key component of a performance development strategy?
- (a) Ignoring employee aspirations
 - (b) Continuous learning and development opportunities
 - (c) Limiting communication between employees and managers
 - (d) Reducing performance expectations

PART B — (5 × 4 = 20 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

16. (a) Define performance management and explain its significance in modern organizations.

Or

- (b) What are the key components of a performance management system?

17. (a) What is 360-degree feedback, and how does it differ from traditional feedback methods?

Or

- (b) What are the key steps involved in managing under-performance?

18. (a) What are performance management surveys, and how are they used in organizations?

Or

- (b) Explain the concept of KPIs and their role in performance management.

19. (a) Define competency mapping and explain its importance in performance management.

Or

- (b) Discuss the significance of training need appraisal in performance management.



20. (a) Define the role of line managers in performance management and explain its significance.

Or

- (b) What are the key components of a performance development strategy?

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
Each answer should not exceed 600 words.

21. (a) How can organizations effectively implement a performance management system that addresses both individual and organizational needs?

Or

- (b) What are the main critiques of performance management systems, and how can organizations address these issues?

22. (a) Analyze the importance of goal setting in the performance management process. How do SMART goals contribute to effective performance management?

Or

- (b) How can continuous feedback be integrated into a performance management system. And what are its benefits? Provide examples of organizations that have successfully implemented continuous feedback systems.

Page 7

Code No. : 5807

23. (a) Discuss the challenges organizations face in implementing performance management models and how they can be overcome.

Or

- (b) What are the key differences between traditional performance management approaches and modern performance management models?

24. (a) Evaluate the importance of potential appraisal in succession planning and leadership development.

Or

- (b) Examine the relationship between performance management and rewards. How do rewards influence employee motivation and performance?

25. (a) Evaluate the effectiveness of performance development strategies in fostering employee growth and development. Provide examples.

Or

- (b) Discuss the challenges organizations face in aligning business strategies with performance management strategies and suggest solutions.

Page 8

Code No. : 5807

