



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS**

**2021/2022 ACADEMIC YEAR**

**FOURTH YEAR FIRST SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS**

**BACHELOR OF COMMERCE**

**COURSE CODE: BCM 4112**

**COURSE TITLE: PERFORMANCE MANAGEMENT**

**(FINANCE OPTION)**

**DATE: 31<sup>ST</sup> MARCH, 2022**

**TIME: 1430-1630**

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**INSTRUCTIONS TO CANDIDATES**

1. Answer Question **ONE** and any other **THREE** questions
2. All Examination Rules Apply

*This paper consists of 2 printed pages. Please turn over.*

### **QUESTION 1**

- a) Performance management is not human resource management. Discuss .  
**(10marks)**
- b) Financial performance is a subjective measure of how well a firm a firm can use assets from its primary mode of business and generate revenue. Describe five financial measures that managers should monitor.  
.  
**( 10marks)**
- c) Explain four perspectives of traditional balanced scorecard. **( 5marks)**

### **QUESTION 2**

Business process re-engineering helps organization re-imagine their existing processes and redesign them to achieve extraordinary results. Describe the benefits of business process re-engineering. **( 15marks)**

### **QUESTION 3**

- a) Explain advantages of budgeting. **( 5marks)**
- b) Discuss the stages of life cycle costing. **( 10marks)**

### **QUESTION 4**

- a) Explain the importance of performance management **( 10marks)**
- b) Cost management is the process of planning and controlling the costs associated with running a business. Describe what cost management entails as a tool for performance management. **( 5marks)**

### **QUESTION 5**

- a) Explain the non- financial measures of division performance. .  
**( 8marks)**
- b) Define transfer pricing **( 2marks)**
- c) Describe the common transfer pricing method **(5 marks)**

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