



Reg No:

Date: 15-01-2021

ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE-27

BBA (Strategic Finance) - I SEMESTER

SEMESTER EXAMINATION: JANUARY 2021

BBASF1419: FINANCIAL PLANNING & PERFORMANCE

Time- 2 1/2 hrs

Max Marks-70

This paper contains two printed pages and four parts

**SECTION-A**

Answer any FIVE of the following questions. Each question carries two marks.

(5x2=10)

- 1) What is Competitive advantage?
- 2) Differentiate between Vision & Mission.
- 3) State any four characteristics of a successful budget process.
- 4) What is Zero based budgeting?
- 5) What is Management by Exception?
- 6) What is KPI?

**SECTION- B**

Answer any THREE of the following questions. Each question carries five marks. (3x5=15)

- 7) Briefly explain the key elements of Strategic planning.
- 8) Discuss the significance of SWOT analysis.
- 9) NXE Manufacturing concern furnishes the following information:

**Standard:**

Material for 70 kg finished products - 100 kg.  
Price of material - Re 1 per kg.

**Actual:**

Output: 2,10,000 kg.  
Material used: 2,80,000 kg.  
Cost of materials : Rs. 2,52,000

**Calculate :**

- a) Material cost variance
- b) Material Price variance
- c) Material usage variance

10) Which one of the following four probability distributions provides the highest expected monetary value?

Alternative -1		Alternative -2		Alternative -3		Alternative -4	
Probability	Cash inflows	Probability	Cash inflows	Probability	Cash inflows	Probability	Cash inflows
10%	50,000	10%	50,000	10%	50,000	10%	1,50,000
20%	75,000	20%	75,000	20%	75,000	20%	1,00,000
40%	1,00,000	45%	1,00,000	40%	1,00,000	40%	75,000
30%	1,50,000	25%	1,50,000	30%	1,25,000	30%	50,000

Justify your answer with necessary calculations.

### SECTION -C

Answer any TWO of the following questions. Each question carries fifteen marks. (2x15=30)

- 11) What is BCG Matrix? Explain the BCG Matrix of Apple Inc.
- 12) Discuss the advantages & disadvantages of various forecasting Techniques.
- 13) What is a Balanced Scorecard? Explain the Balanced scorecard perspectives with examples of Critical Success factors and Performance measurements.

### SECTION -D

14) Answer the following compulsory question. The question carries fifteen marks. (1x15=15)

ABC Co. wished to arrange overdraft facilities with its bankers during the period April 2019 to June 2019 when it will be manufacturing mostly for the stock. Prepare a Cash Budget for the above period from the following data, indicating the extent of the bank facilities the company will require at the end of each month.

Particulars	Sales	Purchases	Wages
February 2019	Rs.1,80,000	Rs.1,24,800	Rs.12,000
March 2019	Rs. 1,92,000	Rs.1,44,000	Rs.14,000
April 2019	Rs.1,08,000	Rs.2,43,000	Rs.11,000
May 2019	Rs.1,74,000	Rs.2,46,000	Rs.10,000
June 2019	Rs.1,26,000	Rs.2,68,000	Rs.15,000

#### Additional Information:

- a) 50% of the credit sales are realized in the month following the sales and remaining 50% in the second month following. Creditors are paid in the month following the month of purchases. There are no cash sales or cash purchases.
- b) Cash at bank [overdraft] estimated on 1st April 2019 is Rs.25, 000.