Seat No.:	Enrolment No.

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-IV • EXAMINATION - WINTER • 2014

Subject Code: 840003 Date: 27-11-2014 **Subject Name: Management Control System (MCS)** Time: 10.30 am - 13.30 pm **Total Marks: 70 Instructions:** 1. Attempt all questions. Make suitable assumptions wherever necessary. Figures to the right indicate full marks. **Q.1** What is Management control? Differentiate between task control and 07 (a) Management control. Explain first two levels of strategy with minimum two sub-strategies. **07** What is Goal congruence? What are the factors influencing goal congruence? **07 Q.2** (a) **(b)** Explain the concept of Formal control system. 07 OR List out any seven functions of controller. 07 **(b) Q.3** What are the types of responsibility centers? Explain any two in detail. **07** (a) Explain how business units perform as profit centers. **(b) 07** What are the different measures for profitability? 0.3 **07** (a) **(b)** Explain the concept of cost-based transfer pricing. 07 0.4 Compare EVA versus ROI. (a) 07 Write a short note on strategic planning process. **07 (b)** OR 0.4 What are the different uses of budget? **07** (a) What are the quantitative techniques for budget preparation? 07 0.5 (a) What is the logic behind variance analysis? Draw variance analysis 07 disaggregation chart. List and explain all Revenue Variances. **07 (b)** OR Write a short note on implementing a Balanced Scorecard. **Q.5 07** (a) Write a short note on Incentives for business unit managers. **07**
