



Avinashilingam Institute for Home Science and Higher Education for Women

Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD (now MoE)
Re-accredited with A++ Grade by NAAC. CGPA 3.65/4, Category I by UGC
Coimbatore - 641 043, Tamil Nadu, India

**Master's Degree Examination - May 2025
IV Semester**

Class : II PG

Time: 3 Hours

Major : MBA/MBA-Information Technology

Max. Marks: 100

23MBAC29H/23MBMC29H Specialisation-I.P.IV - Performance Management

Course Outcomes:

CO1: Demonstrate proficiency in designing Performance Management models facilitating increased level of performance.

CO2: Employ analytical skills to decide appropriate model for assessing Employee behavior.

CO3: Identify PM linkages to strategic business management.

CO4: Assess critically the performance gaps and suggest new ways of PM.

CO5: Enhance ability to evaluate and manage employee performance.

Part A

10 x 1 = 10

Choose the Correct Answer

- Which of these is an issue while designing an appraisal programme? CO2K2
 - Quality
 - What methods of appraisal are to be used
 - Quantity
 - Cost of effectiveness
- Which component of performance management refers to communicating a firm's higher-level goals throughout the organization and then translating them into departmental and individual goals? CO2K2
 - Role clarification
 - Goal alignment
 - Performance monitoring
 - Direction sharing
- Which company first developed the 360-degree system of appraisal? CO1K1
 - Wipro in 1990
 - Godrej Soaps in 1991
 - General Electric, US in 1992
 - None of the above
- Rewards offered to labours involved in production, are categorized as: CO2K2
 - Salary
 - Fringe benefits
 - Wage
 - Commission
- Which of the following is not a major personnel selection method? CO2K2
 - Focus groups
 - Bio data
 - Graphology
 - References
- One of the following is future oriented appraisal technique. CO1K2
 - MBO
 - Rating scale
 - Checklist
 - BARS
- Which of the following terms refers to the process of allowing subordinates to rate their supervisor's performance anonymously? CO2K2
 - Supplemental evaluation
 - Downward feedback
 - Upward feedback
 - Peer evaluation
- In career development, providing individual development plans for employees is part of CO1K2
 - Individual role
 - Manager role
 - Employer role
 - Line manager

9. When an employee's performance is so poor that a written warning is required, CO2K2
 a. Identify the standards by which the employee is judged
 b. Provide examples of employees who met the standards
 c. Provide examples of times when the employee did meet the standards
 d. Be sent to the employee in question, to the manager's superior, and to the EEO office
10. All of the following are usually measured by a graphic rating scale EXCEPT CO1K2
 a. Generic dimensions of performance b. Performance of 'actual duties
 c. Performance of co-workers d. Achievement of objectives

Part B

5 x 6 = 30

Answer ALL questions

Each answer should not exceed 400 words or two pages

- 11.a. Write the Aim and role of PM. CO2K1
 (or)
 11.b. Discuss the Contribution of PMS. CO1K2
- 12.a. Explain the Performance planning. CO1K2
 (or)
 12.b. Discuss the application in Performance Management. CO1K1
- 13.a. Summarize the components of KPI. CO1K2
 (or)
 13.b. Elucidate the Halo Effect with suitable examples. CO1K2
- 14.a. Explain the importance of Coaching and mentoring with examples. CO1K2
 (or)
 14.b. What is training and development? CO2K2
- 15.a. Identify the role of Counselling to improve the performance of employees. CO2K3
 (or)
 15.b. Outline the challenges in performance Management systems. CO1K2

Part C

5 x 12 = 60

Answer ALL questions

Question No 20. Case is Compulsory

Each answer should not exceed 800 words or four pages

- 16.a. Illustrate the Process of Performance Appraisal. CO2K3
 (or)
 16.b. Elucidate the Hindrances in implementation of PMS. CO3K3
- 17.a. Is Performance reward significant for employee performance? Discuss. CO2K3
 (or)
 17.b. Elucidate theories of goal setting. CO2K4
- 18.a. Analyse the methods of performance appraisal. CO3K4
 (or)
 18.b. Discuss the Cultural issues in performance management. CO2K4
- 19.a. Discuss the importance of career planning and development for mid-level employees. CO1K3
 (or)
 19.b. Enumerate the importance of 360 Degree Appraisal. CO2K3

20. Case Study (Compulsory Question): CO3K5

June 2020 Forbes India: Indian EdTech Billionaire's Byju's Becomes Decacorn After Funding Round From Mary Meeker. "Endorsed by millions of students, Byju's has emerged as a clear leader in education technology," said Meeker. "We are excited to support a visionary like Byju and his team in their quest to continue to innovate and shape the future of education." For Meeker, known for her bets on Facebook, Uber and Airbnb, Byju's is her first investment in India." –

Question: Comment your views of Meeker
