

GUJARAT TECHNOLOGICAL UNIVERSITY

M.B.A -IVth SEMESTER-EXAMINATION – MAY- 2012

Subject code: 840003

Date: 17/05/2012

Subject Name: Management Control System (MCS)

Time: 10:30 am – 01:30 pm

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) Explain terms ‘ Task Control ‘, ‘ Management Control’ and draw the distinction between the two .Explain the impact of internet on Management Control . **07**
- (b) Explain in brief of the meaning of ‘ Responsibility Center ‘ and various types of responsibility centers with suitable examples . **07**

- Q.2** (a) What are objectives of ‘ transfer pricing ‘ ? Explain brief various methods of transfer pricing . **07**
- (b) Explain in detail of budget preparation process . How simulation and probability are used in budgetary control ? **07**

OR

- (b) Explain the process of strategic planning process and benefits and limitations of strategic planning . **07**

- Q.3** (a) “ Management control in service industries is some what different from management control in manufacturing companies “ . Critically examine **07**
- (b) What do you understand by ‘ Non – profit organization ‘ and what are their special characteristics ? **07**

OR

- Q.3** (a) Explain detail of special problems that are faced by global organization . **07**
- (b) What makes management control of projects different from the management control of ongoing activities ? Explain **07**

- Q.4** (a) How corporate level strategy is to be formulated in single industry firms and in unrelated diversified firms ? Cite examples **07**
- (b) Explain advantages of having profit centers and difficulties with profit centers . **07**

OR

- Q.4** (a) What are the roles of ‘ Controller ‘ or ‘ CFO ‘ and ‘ Business Unit Controller ‘ in management control ? Explain **07**
- (b) How profitability can be measured ? Explain various types of profitability measurement . **07**

- Q.5** (a) Write short notes on i. gross book value ii.net book value iii. Intangible assets . Give examples **07**
- (b) Explain in detail of various formal standards used in evaluation of reports on actual activities . **07**

OR

- Q.5** (a) Differentiate between ROI and EVA through an illustration . **07**
- (b) Explain in detail of key variables related to customer and to internal business processes . **07**
