**Performance Management System**

**April 2024 Examination**

**Q1. Radhika Enterprises is in the online textiles company in India. The company has been formed 3 years ago. The online sales have been good though the company is yet to make profits and is incurring losses since the last 3 years. The company now plans to invest a greater amount in building the brand “Radhika” both through social media and TV advertising. The company is also thinking of starting one retail store in Delhi in Year-1 and based on the response will open another store in Mumbai in Year-2. There are 100 employees working in this company and the company does design, production and distribution of** [**textiles, cloth**](https://en.wikipedia.org/wiki/Textile) **and** [**clothing tho**](https://en.wikipedia.org/wiki/Clothing)**ugh local manufacturers in rural India.**

**Prepare the Balanced Score Card with 1 goal each for the 4 quadrants of the Balanced Scorecard, i.e., Financial, Customer, Business Process and Learning & Growth quadrant. (10 Marks)**

**Ans 1.**

**Introduction**

The Balanced Scorecard, conceptualized by Robert S. Kaplan and David P. Norton, stands as a strategic planning and management system extensively utilized in business and industry, government, and nonprofit organizations worldwide. Its primary function is to align business activities to the vision and strategy of the organization, improve internal and external communications, and monitor organizational performance against strategic goals. For Radhika Enterprises, an emerging online textile company in India, the implementation of the Balanced Scorecard is pivotal. Despite the initial success in online sales, the company's

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**Q2. Netra Ltd is a startup company that focuses on social media content for different Corporates. You are to design a ‘Graphic Rating Scale Appraisal form’ for junior management employees in the company. (10 Marks)**

**Ans 2.**

**Introduction**

In the dynamic world of social media, startups like Netra Ltd play a pivotal role in shaping corporate narratives through innovative content. As a startup focusing on social media content for corporates, assessing and managing the performance of its junior management employees is crucial. This is where a Graphic Rating Scale Appraisal form becomes relevant. A Performance Management System (PMS) utilizing such a tool provides a structured and

**b) Administration Manager at Zing Ltd (5 marks)**

**Ans 3b.**

**Introduction:**

The role of the Administration Manager at Zing Ltd is pivotal in maintaining operational efficiency and ensuring a smooth workflow within the company. To optimize performance, we will employ the SMART principles – Specific, Measurable, Achievable, Relevant, and Time-bound – to outline two goals for the Administration Manager.