

NMIMS Centre for Distance and Online Education (NCDOE)

Course: Performance Management System

Internal Assignment Applicable for Jun 2026 Examination

Assignment Marks: 30

Instructions

- *All Questions carry equal marks*
- *All Questions are compulsory*
- *All answers to be explained in not more than 1000 words for question 1 and 2 and for question 3 in not more than 500 words for each subsection. Use relevant examples, illustrations as far as possible*
- *All answers to be written individually. Discussion and group work is not advisable.*
- *Students are free to refer to any books/reference material/website/internet for attempting their assignments, but are not allowed to copy the matter as it is from the source of reference.*
- *Students should write the assignment in their own words. Copying of assignments from other students is not allowed*
- *Students should follow the following parameter for answering the assignment questions*

For Theoretical Answer	
Assessment Parameter	Weightage
Introduction	20%
Concepts and Application related to the question	60%
Conclusion	20%

For Numerical Answer	
Assessment Parameter	Weightage
Understanding and usage of the formula	20%
Procedure / Steps	60%
Correct Answer & Interpretation	20%

PLEASE NOTE: This assignment is application based, you have to apply what you have learnt in this subject into real life scenario. You will find most of the information through internet search and the remaining from your common sense. None of the answers appear directly in the textbook chapters but are based on the content in the chapter

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Q1 A manufacturing company is experiencing inconsistent product quality and declining customer satisfaction scores. The operations manager is considering adopting the Balanced Scorecard (BSC) as part of the performance management system to address these issues. The company's processes span multiple departments, and there is a need to integrate performance measures that reflect both internal process efficiency and external customer expectations. Given the scenario, how can the operations manager apply the Balanced Scorecard (BSC) framework to design performance measures that address both process efficiency and customer satisfaction, ensuring comprehensive performance management across all functional areas?

(10 Marks)

Q2 A global services firm conducts annual performance planning sessions where managers and employees discuss key responsibilities and set objectives. However, recent employee surveys reveal confusion about role expectations and a lack of motivation to achieve set goals. The leadership team suspects that the performance planning process is not effectively aligning individual objectives with the company's strategic direction, nor is it fostering a sense of ownership among employees. Evaluate the current performance planning process in the organization and recommend improvements to enhance strategic alignment and employee motivation.

(10 Marks)

Q3 (A) A large financial services firm has historically relied on a rewards-driven performance management system, focusing primarily on annual appraisals and monetary incentives. As the industry becomes more knowledge-intensive, leadership recognizes the need to shift towards a development-focused approach that emphasizes continuous learning, skill renewal, and employee empowerment. Resistance to change is expected from both managers and employees accustomed to the old system. The firm seeks a strategic roadmap to guide this transformation, ensuring buy-in, minimizing disruption, and embedding the new philosophy into its culture. Develop a strategic plan to transition an organization from a traditional, rewards-driven performance management system to a modern, development-focused model.

(5 Marks)

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- Q3 (B)** A manufacturing company with operations across multiple countries is facing challenges in maintaining consistent performance standards and supporting employee development. The existing manual performance management processes are slow and fail to provide timely feedback or identify training needs. The leadership team wants to implement a technology-driven solution that supports ongoing learning, real-time performance tracking, and strategic alignment, while accommodating the diverse needs of its global workforce. Design a technology-enabled performance management solution for a geographically dispersed manufacturing company.

(5 Marks)
