



K. K. Wagh Institute of Engineering Education & Research, Nashik
(An Autonomous Institute From A.Y. 2022-23)

InSem Examination-I Winter2025	
Exam Seat No.:	
Academic Year: 2025-2026	Semester: III
Class: PG-II	Program: MBA
Branch Code: 10	Pattern: 2024
Name of Course: Performance and Reward Management	Course Code: 2410613C
Max. Marks: 30	Duration: 1.15 Hrs.

Instructions: Candidates should read carefully the instructions printed on the Question Paper and on the cover page of the Answer Book, which is provided for their use.

1. This question paper contains 1 page.
2. Answer to each new question is to be started on a new page.
3. Assume suitable data wherever required, but justify it.
4. Draw the neat labelled diagrams, wherever necessary.
5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question.
6. Q.1 and Q.3 are compulsory.
7. Solve a) or b) from Q.2 and Q.4

Marks CO

Question No. 1

- 1 a) Apply the concept of performance management to design a simple process for evaluating sales executives in an FMCG company. (3) CO1
- 1 b) Recommend measures to handle behavioural challenges during the performance review process in a hybrid work culture. (4) CO1

Question No. 2

- 2 a) Develop a performance management plan that enhances productivity and supports strategic alignment in a mid-sized IT company. (8) CO1

OR

- 2 b) Apply the principles of reward management to create a performance-linked incentive plan for a marketing team. (8) CO1

Question No. 3

- 3 a) Compare the 360-degree feedback method with traditional appraisal methods and analyse their impact on employee development. (3) CO2
- 3 b) Examine the use of **Balanced Scorecard** in linking financial, customer, internal process, and learning metrics to organizational performance. (4) CO2

Question No. 4

- 4 a) Explain how performance feedback and counselling can be structured to address specific employee weaknesses and enhance results. (8) CO2

OR

- 4 b) Analyse the role of succession planning in connecting performance management with long-term talent pipelines. (8) CO2

..... End of question paper.....