

**SVKM's NMIMS**  
**NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION**

Programme: PGDFM

Academic year: 2014 – 2015

Subject: Strategic Cost Management

Date: 16.06.2014

Semester: III

Course : New

Marks : 70

Time: 3.00 p.m. to 6.00 p.m.

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- N.B: 1. Answer to each new question to be started on a fresh page.**  
**2. Figure in bracket indicates full marks.**

- Q1). Attempt any 2 out of 4 Marks (2X5=10)
- a) What is cost-benefit analysis? Explain in detail steps involved in cost-benefit analysis.
  - b) What is value engineering?
  - c) Explain the difference between cost control and cost reduction.
  - d) What do you understand by Return on Investment (ROI)?
- Q2. Write short notes on: (Any 2 out of 5) (Marks 2X5=10)
- a) Activity based management
  - b) Value chain analysis
  - c) Business process reengineering
  - d) Management audit
  - e) Economic value added
- Q.3) Attempt any 3 out of 5 (Marks 3X10=30)
- a) What is Total Quality Management?
  - b) What are the various perspectives of balanced scorecard?
  - c) Discuss the key characteristics of successful target costing.
  - d) Discuss the different phases of product life cycle.
  - e) What are the advantages of cost audit?
- Q.4) Attempt both the questions (Marks: 2X10=20)
- a) Mention Deming's fourteen points of Total quality management.
  - b) Explain in detail profit centre and investment centre.

