

ASSESSMENT # 1**Total Marks: 30**

Answer the following questions:

Q: 1: Short Questions. (15)

- I. What is a Balanced Scorecard?
- II. Describe the vision of a balanced scorecard.
- III. Define the four perspectives of the business focused by scorecard.
- IV. What is a Strategy Map?
- V. Assess the internal process perspective of a balanced scorecard.

Q: 2: Describe a Sample Strategy Map in detail. (7)

Q: 3: What is a Sample Tactical Action Plan? Define thoroughly. (8)