**Performance Management System**

**NMIMS Centre for Distance and Online Education (NCDOE)**

**Internal Assignment Applicable for April 2025 Examination**

**1. “Studio” is a premium brand dealing with men and women’s apparel, shoes, bags and other accessories. The brand was launched in India one year ago and will now enter the Middle East countries. The brand is available at exclusive Studio Stores and also malls and also online shopping. Prepare a Balanced Scorecard for the Department Head at “Studio” covering one goal each in Financial, Customer, Business Process and Learning & Growth quadrant.**

**Answer:**

**Introduction:**

"Studio" is a premium lifestyle brand offering apparel, shoes, bags, and accessories for men and women. Launched in India a year ago, it has established a presence through exclusive Studio Stores, mall outlets, and online platforms. Now, the brand is planning to expand into the Middle East market. In order to achieve strategic growth and maintain its premium status, it is crucial for the Department Head to focus on key performance areas across the four quadrants of the Balanced Scorecard: Financial, Customer, Business Process, and Learning & Growth. By aligning goals across these dimensions, "Studio" can improve its operational effectiveness, enhance customer satisfaction, and foster long-term organizational success in both India and the new Middle Eastern markets.

**This is partially solved sample answer**

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**2. “Talent Star” is a recruitment agency and provides candidates to companies across different industries in India. The company is 5 years old and has 100 recruitment executives who source candidates and help meet the hiring and talent acquisition requirements of industries across India. Prepare an appraisal form using the graphic rating scale for the position of “Recruitment Executive” in “Talent Star”.**

**Answer:**

**Introduction:**

"Talent Star" is a recruitment agency that helps companies in India by sourcing suitable candidates for various positions across different industries. With five years of experience in the industry, the company has grown to employ 100 recruitment executives who play a crucial role in meeting the hiring and talent acquisition needs of its clients. As the company continues to expand, it's important to assess the performance of its recruitment executives. An appraisal form using the graphic rating scale will help provide a structured and objective evaluation of an employee’s performance based on various criteria such as communication skills, sourcing effectiveness, client interaction, and adherence to deadlines. This ensures that the company can recognize top performers and identify areas for improvement.

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**3. “Health India” is a 2-year-old company based at Mumbai which focuses on organic foods and wellness products. The company has 250 employees and is looking to grow with entry to USA and Canada markets. They have recently introduced Performance Appraisal process in the company. You are the HR Manager and need to set goals for your team.**

**Using the concept of SMART Goals, you need to prepare 2 goals each for the following:**

**a. Training Manager.**

**Answer:**

**Introduction:**

"Health India" is a rapidly growing company based in Mumbai, specializing in organic foods and wellness products. With a workforce of 250 employees, the company is planning to expand into the USA and Canada markets. To support this growth, Health India has introduced a Performance Appraisal process to align employee objectives with business goals. As the HR Manager, it is essential to set SMART goals for key roles, including the Training Manager, to ensure that training programs are effective in meeting the company's expansion and performance targets.

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**b. Hiring Manager.**

**Answer:**

**Introduction:**

"Health India" is a young and dynamic company based in Mumbai, specializing in organic foods and wellness products. With 250 employees, the company is gearing up for expansion into the USA and Canada markets. To support its growth, Health India has implemented a Performance Appraisal process to evaluate and align employee performance with business goals. As the HR Manager, it’s essential to set SMART goals for key roles like the Hiring Manager to ensure effective recruitment and talent acquisition strategies for the company's global expansion.

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