

**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)