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| Semester: 4th Sem. MBA/ MBA(BA) | Date: 19/03/2024 |
| Batch : 2022-24 | Class Test: I |
| Subject: Product & Branding Management | Duration: 1 Hour |
| Subject Code: 18MBA402A | Full Marks: 30 |

**Section-A**

1. **Answer any four from the following questions. (2X4= 8)**
2. What is a product line? CO1
3. Differentiate between fashion and fad. CO4
4. What is meant by shopping goods? CO1
5. Differentiate between expected product and augmented product. CO1
6. What is product length and product depth? CO1

**Section-B**

1. **Answer any two from the following questions. (6x2 =12)**
2. Write a short note on the factors influencing product management in the emerging Indian market. CO1
3. What are the marketing strategies that can be implemented in the growth and maturity stages of the Product Life Cycle (PLC)? CO4
4. Explain the role of a Product Manager. CO1

**Section-C**

1. **Answer any one from the following. (10x1= 10)**
2. Illustrate on product classification in a product oriented organization. CO1
3. Explain the New Product Development process. CO4

***-: Best of Luck:-***

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| Semester: 4th Sem. MBA/ MBA(BA) | Date: 19/03/2024 |
| Batch : 2022-24 | Class Test: I |
| Subject: Business Taxation | Duration: 1 Hour |
| Subject Code: 18MBA401B | Full Marks: 30 |

**Section-A**

1. **Answer any four from the following questions. (2X4= 8)**
2. Who is a Deemed Assessee? CO1
3. Under what heads you will classify income of a person?CO1
4. What do you mean by rounding off of total income and tax?CO1
5. What is the taxability of advance salary and arrear salary? CO2
6. What do you mean by Allowance and Special Allowance? Give examples. CO2

**Section-B**

1. **Answer any two from the following questions. (6x2 =12)**
2. What do you understand by income tax? Explain the features of income tax. CO1
3. Calculate the tax liability in the following cases for the assessment year 2022-23. CO1

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Individual** | **Resident Senior Citizen** | **Resident Super Senior Citizen** |
| **Income** | Rs. 5,65,402 | Rs.10,15,309 | Rs. 10,15,309 |

1. Explain the concept of Provident Fund, House Rent Allowance & Gratuity as per the Indian Income Tax Act. CO2

**Section-C**

1. **Answer any one from the following. (10x1= 10)**
2. What is meant by previous year? Discuss the exceptions to the concept of previous year. **CO1**
3. Mr. A an employee of Ranchi [Population 15 lakhs] based company provides the following particulars of his salary income: Basic Salary Rs. 12000 p.m., Profit Bonus Rs. 12000, Commission on turnover achieved by Mr. A Rs. 42000, Entertainment allowance Rs. 2000 p.m., Club facility Rs. 6000., Transport allowance Rs. 1800 p.m., Free use of car of more than 1.6 lt. capacity for both personal and employment purposes; expenses are met by employer Rs. 2400 p.m., Rent free house provided by employer and Lease rent paid by employer, Rs. 6000 p.m., Free education facility for three children of the employee (Bills issued in the name of employer) Rs. 22500, Gas, water and electricity bills issued in the name of employee but paid by employer Rs. 16800. Compute income under the head salary for the assessment year 2023-24. **CO2**

***-: Best of Luck:-***

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| Semester: 4th Sem. MBA/ MBA(BA) | Date: 19/03/2024 |
| Batch : 2022-24 | Class Test: I |
| Subject: Management of Manufacturing System | Duration: 1 Hour |
| Subject Code: 18MBA401D | Full Marks: 30 |

**Section-A**

1. **Answer any four from the following questions. (2X4= 8)**
2. What do you mean by Mass Production? CO1
3. What do you mean by Assembly Lines? CO1
4. What are the Factors that affecting Facility Layout? CO1
5. Define Embossing Process. CO1
6. Define Production Flow Analysis (PFA). CO1

**Section-B**

1. **Answer any two from the following questions. (6x2 =12)**
2. Briefly describe the Impact of Layout Planning in Manufacturing Environment. CO1
3. Briefly write down the function and objectives of Cellular Manufacturing Systems. CO1
4. How to measure Process Map and explain the role of Process Mapping in Work Environment. CO2

**Section-C**

1. **Answer any one from the following. (10x1= 10)**
2. What do you mean by Scale Models? Define Process Mapping? Briefly explain Process definition charts with suitable example. CO2
3. Define Make-To-Assemble (MTA) manufacturing. Explain Manufacturing Process? Discuss Principles of manufacturing Process Planning with schematic diagram. CO2

***-: Best of Luck:-***

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| Semester: 4th Sem. MBA/ MBA(BA) | Date: 19/03/2024 |
| Batch : 2022-24 | Class Test: I |
| Subject: Team Dynamics at work | Duration: 1 Hour |
| Subject Code: 18MBA401C | Full Marks: 30 |

**Section-A**

1. **Answer any four from the following questions. (2X4= 8)**

a) Highlight the criteria of an effective team. CO1

b) How does a team differ from a group? CO 3

c) What is virtual team? CO1

d) Why do people in a team compete? CO3

e) What is the role of synergy in a team? CO1

**Section-B**

1. **Answer any two from the following questions. (6x2 =12)**
2. Explain the prerequisite of team success. CO1
3. Explain the importance of Emotional Intelligence for team effectiveness. CO3
4. Discuss the importance of various types of teams in the present context. CO2

**Section-C**

1. **Answer any one from the following. (10x1= 10)**
2. Critically analyse, how do different stages of team building contribute to the development of a cohesive and high-performing team. CO3
3. Explain the importance of cooperation for a team. Also discuss the various types of cooperation adopted by team members. CO2

***-: Best of Luck:-***

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| Semester: 4th Sem. MBA/ MBA(BA) | Date: 20/03/2024 |
| Batch : 2022-24 | Class Test: I |
| Subject: Retail Management | Duration: 1 Hour |
| Subject Code: 18MBA401A | Full Marks: 30 |

**Section-A**

1. **Answer all from the following questions. (2X4= 8)**
2. What is the term for the recent growth of large retail chains in India? CO1
3. Briefly define retailing. CO1
4. Name one factor to consider when choosing a retail location.CO2
5. What is the term for optimizing the use of space within a store? CO2

**Section-B**

1. **Answer any two from the following questions. (6x2 =12)**
2. Explain the role and importance of retailing in the economy. CO1
3. Describe two different types of retail formats. CO1
4. What is the concept of merchandise planning in retail? CO2

**Section-C**

1. **Answer any one from the following. (10x1= 10)**
2. Discuss the elements of the retail marketing mix and how they influence customer behavior. CO1
3. Explain how technology is changing the retail landscape and how retailers can adapt. CO1

***-: Best of Luck:-***

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| Semester: 4th Sem. MBA/ MBA(BA) | Date: 20/03/2024 |
| Batch : 2022-24 | Class Test: I |
| Subject: Behavioural Finance | Duration: 1 Hour |
| Subject Code: 18MBA402B | Full Marks: 30 |

**Section-A**

1. **Answer all from the following questions. (2X4= 8)**
2. Behavioural finance is combination of--------,-------------,-----------. CO1
3. Why should we study behavioural finance? CO1
4. Market is soaring high and most of your friends are making money from it. You are influenced and invested in equities. This is a typical example of ………….CO2
5. What is anchoring behaviour?CO2
6. What is the full form of EMH? CO2

**Section-B**

1. **Answer any two from the following questions. (6x2 =12)**
2. Explain prospect theory with neat diagram.CO2
3. What is mental accounting, how does it work? CO2
4. Difference between traditional and Behavioural Finance. CO1

**Section-C**

1. **Answer any one from the following. (10x1= 10)**
2. Describe the nature, scope and significance of Behavioral finance. What are your views about the prospects of BF as an important tool for investment decisions? CO1
3. What is overconfidence? What are the implication of overconfidence in investment decisions and how would an investor overcome it?CO2

***-: Best of Luck:-***

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| Semester: 4th Sem. MBA/ MBA(BA) | Date: 20/03/2024 |
| Batch : 2022-24 | Class Test: I |
| Subject: Sourcing Management | Duration: 1 Hour |
| Subject Code: 18MBA402D | Full Marks: 30 |

**Section-A**

1. **Answer all from the following questions. (2X4= 8)**
2. What are the different types of supplier sourcing? CO1
3. Differentiate between local and global sourcing? CO1
4. What are the reasons for outsourcing? CO1
5. Explain systematic risk in the context of sourcing. CO2
6. What is Request for Proposal in negotiation strategy? CO3

**Section-B**

1. **Answer any two from the following questions. (6x2 =12)**
2. What do you mean by sole sourcing? Explain its advantages and disadvantages. CO1
3. Write advantages and disadvantage of global sourcing. CO1
4. Write a note on various criteria for evaluation of vendor’s performance. CO2

**Section-C**

1. **Answer any one from the following. (10x1= 10)**

What are the methods involved in supplier evaluation and selection? CO3

Define risks in sourcing management. Briefly describe the risk management tools and techniques to manage risks related to global sourcing. CO2

***-: Best of Luck:-***

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| Semester: 4th Sem. MBA/ MBA(BA) | Date: 20/03/2024 |
| Batch : 2022-24 | Class Test: I |
| Subject: Industrial Legislations | Duration: 1 Hour |
| Subject Code: 18MBA403C | Full Marks: 30 |

**Section-A**

1. **Answer all from the following questions. (2X4= 8)**
2. What do you mean by Labor Laws? CO1
3. What is conciliation? CO1
4. Outline the objectives of Factories Act, 1948. CO1
5. What do you understand by Occupational Disease? CO1
6. What is Employer's liability for compensation as per employee’s compensation Act 1923? CO1

**Section-B**

1. **Answer any two from the following questions. (6x2 =12)**
2. What are the salient features of maternity benefit? CO1
3. ‘Golden Handshake’ is the golden route to retrenchment. Justify the statement. CO2
4. What do you mean by Investigation? Explain the reasons and Steps to workplace investigation. CO2

**Section-C**

1. **Answer any one from the following. (10x1= 10)**
2. What are the various grounds or bases for employee compensation under employee compensation Act, 1923? Figure out the exceptional cases where the act is not applicable. CO3
3. Enunciate the Provisions for Health and Welfare as mentioned under the Factories Act, 1948. CO2

***-: Best of Luck:-***

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| Semester: 4th Sem. MBA/ MBA(BA) | Date: 21/03/2024 |
| Batch : 2022-24 | Class Test: I |
| Subject: B2B Marketing | Duration: 1 Hour |
| Subject Code: 18MBA403A | Full Marks: 30 |

**Section-A**

1. **Answer all from the following questions. (2X4= 8)**
2. Provide examples of one B2B product and one B2C product. CO1
3. What are the three categories of B2B Markets? CO1
4. What are the three types of Business Products? CO1
5. What are the three types of buying situations in Business Markets? CO1
6. Which is more complex; Straight Rebuy or Modified Rebuy? Explain briefly with examples. CO1

**Section-B**

1. **Answer any two from the following questions. (6x2 =12)**
2. Briefly give examples of entering good, foundation good, and facilitating good in a hospital like Apollo Hospital, Bhubaneswar. CO2
3. What is the role of a Gatekeeper in the Buying Centre? Explain with an example. CO2
4. Are influencers the final decision-makers in a Buying Centre? Explain briefly.CO2

**Section-C**

1. **Answer any one from the following. (10x1= 10)**
2. The backup Diesel generator at BIITM is not functioning properly. Briefly explain the organizational buying process. Explain your answer in the context of buying a new Diesel Generator. CO3
3. BIITM is planning to buy a new ERP solution to smoothen automatic attendance, updation of marks, and updation of semester fee payment details of all MBA and IMBA students. With the help of a buying centre explain the process BIITM adopts in buying the ERP solution. CO4

***-: Best of Luck:-***

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| Semester: 4th Sem. MBA/ MBA(BA) | Date: 21/03/2024 |
| Batch : 2022-24 | Class Test: I |
| Subject: Mergers and Corporate Restructuring | Duration: 1 Hour |
| Subject Code: 18MBA403B | Full Marks: 30 |

**Section-A**

1. **Answer all from the following questions. (2X4= 8)**
2. What is Financial Policy? CO1
3. What do you mean by Corporate Strategy? CO1
4. What do you mean by Merger? Give two examples. CO2
5. What do you mean by Horizontal Merger? CO2
6. What do you mean by Vertical Merger? CO2

**Section-B**

1. **Answer any two from the following questions. (6x2 =12)**
2. Explain the features of Financial Policy. CO1
3. Explain the Levels of Corporate Strategy. CO1
4. Explain the purpose of merger. CO2

**Section-C**

1. **Answer any one from the following. (10x1= 10)**
2. What do you mean by Strategic Decision-Making Framework? Discuss in detail the components of Strategic Decision-Making Framework. CO1
3. Discuss in detail the process of Merger & Acquisition. CO2

***-: Best of Luck:-***

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| Semester: 4th Sem. MBA/ MBA(BA) | Date: 21/03/2024 |
| Batch : 2022-24 | Class Test: I |
| Subject: Operations Research Applications | Duration: 1 Hour |
| Subject Code: 18MBA403D | Full Marks: 30 |

**Section-A**

1. **Answer all from the following questions. (2X4= 8)**
2. Write two applications of operations research. CO1
3. What is meant by a mathematical model of a real situation? CO1
4. What is travelling salesman problem? How is it different from assignment problem? CO1
5. What is the basic difference between LPP and IPP? CO1
6. What is unbalanced transportation problem? CO1

**Section-B**

1. **Answer any two from the following questions. (6x2 =12)**
2. Explain the different steps involved in Branch and Bound method. CO1
3. Find the initial basic feasible solution of following TP using NWCR and find the minimum transportation cost. CO2

|  |  |
| --- | --- |
| Plant (Origins) | Distribution centers(Destinations) |
| D1 | D2 | D3 | D4 | Supply |
| O1 | 2 | 3 | 11 | 7 | 6 |
| O2 | 1 | 0 | 6 | 1 | 1 |
| O3 | 5 | 8 | 15 | 9 | 10 |
| Demand | 7 | 5 | 3 | 2 |  |

1. Solve the following TSP and find the minimum cost. CO2

|  |  |
| --- | --- |
| From | TO |
|  | A | B | C | D | E |
| A | ∞ | 4 | 7 | 3 | 4 |
| B | 4 | ∞ | 6 | 3 | 4 |
| C | 7 | 6 | ∞ | 7 | 5 |
| D | 3 | 3 | 7 | ∞ | 7 |
| E | 4 | 4 | 5 | 7 | ∞ |

**Section-C**

1. **Answer any one from the following. (10x1= 10)**

Define operations research? Describe various scopes of operation research. CO1)

Solve the following IPP using Branch & bound cutting method. CO2

Max Z = x+y

Subject to constraints

3x+2y ≤ 5

 y ≤ 2

x , y ≥ 0.

***-: Best of Luck:-***

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| Semester: 4th Sem. MBA/ MBA(BA) | Date: 21/03/2024 |
| Batch : 2022-24 | Class Test: I |
| Subject: Strategic HRM | Duration: 1 Hour |
| Subject Code: 18MBA402C | Full Marks: 30 |

**Section-A**

1. **Answer all from the following questions. (2X4= 8)**
2. Define the nature of SHRM. CO1
3. How is SHRM different from HRM. CO2
4. What do you understand by Best Fit Approach? CO1
5. What are the main characteristics of SHRM? CO1
6. What are the Investment perspectives in HR? CO2

**Section-B**

1. **Answer any two from the following questions. (6x2 =12)**
2. In what ways does the HRD function relate to the organization’s strategy? Give contextual examples. CO2
3. What are the benefits of SHRM? CO3
4. How is competitive advantage in HRM important? CO2

**Section-C**

1. **Answer any one from the following. (10x1= 10)**
2. Explain the framework of Strategic Human Resource Management process.CO3
3. What are the various approaches to SHRM? Explain in detail. CO2

***-: Best of Luck:-***