

**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY &
MANAGEMENT STUDIES**

1ST SEMESTER MBA (BATCH 2022-24)

CLASS TEST - I

Business Communication (18MBA106)

Total Marks: 30

Time: 1 Hours

Q.1. Answer the following questions, each in a sentence or two.

(1x5=5)

- a) What do you mean by "Decoding"?
- b) What is the subject of study in "Proxemics"?
- c) Define "Non-verbal Communication", and give an example.
- d) What is "Information Overload"?
- e) What non-verbal message is conveyed by a speaker who clears his throat time and again during a speech?

Q.2. Fill in each blank with the right alternative, and write the complete sentence in your Answer Book.

(1x5=5)

- a) We _____ the room. The room is clean now.
(i) have cleaned (ii) were cleaning (iii) had cleaned (iv) cleaned
- b) My sister _____ the Shiva temple every Monday.
(i) is visiting (ii) has visited (iii) had visited (iv) visits
- c) I _____ a letter when she knocked on the door.
(i) wrote (ii) was writing (iii) have been writing (iv) had been writing
- d) The only grammatical sentence in the following list is: _____.
(i) Sunita resembles to her mother.
(ii) We have seen her in college yesterday.
(iii) The majority of people in Maldives are of Indian origin.
(iv) The students listened the lecture attentively.
- e) All of us _____ the venue before the meeting started.
(i) were reaching (ii) had reached (iii) reached (iv) have reached

Q.3. Analyse the case and answer the questions that follow:

(1+1+1+2)

Charisma Corporation (CC) has recently embarked on a new kind of training. The corporation is teaching many of its employees - especially those in marketing and sales - to make decisions on the basis of non-verbal communication cues. For Malini Verma, vice president of CC, focusing on non-verbal communications has become an important part of her interpersonal dealings. Several years ago, Verma became interested in how body movements and mannerisms truly reflect what an individual is saying. Continually reading in this area of study, Verma has been able to make decisions about potential employees and potential customers by 'reading' them. For example, Verma believes that body language can give a person a competitive advantage. It can make the difference when closing the sale, or in CC's case, hiring new employees. For example, during interviews, Malini pays constant attention to the job candidate's eye movements and mannerisms. She believes that she can correctly predict if the candidate will be an aggressive salesperson while simultaneously being personable and friendly. How does she do this? She does this by looking at their eyes and the way they present themselves. In one case, a hiring decision came down to two people. The first candidate was animated and he made constant eye contact. The second candidate never looked Malini in the eye, leaned back in his chair, and crossed both his legs and arms. The first candidate demonstrated the

communication skills that Varma found aligned with successful performance in her organization. Malini Verma is convinced that non-verbal communications can play a significant role in helping her organization achieve its annual sales goals. Personally, she has found that it has helped her 'quality' customers. For instance, even though a potential customer says, 'Yes', with his/her arms and legs crossed emphatically, it means to state, 'No!' Understanding this, Verma is in a better position to probe further into the possible objections the customer has. She has found that, in many cases, she is able to steer the conversation in a direction that ultimately leads to successfully closing a sale. And that is a major competitive advantage.

Questions

- a) Ms. Verma felt sure “that non-verbal communications can play a significant role in helping her organization achieve its annual sales goals” because _____.
- she hired the first candidate from a pair on the basis of his non-verbal communication
 - she can decide whom to hire on the basis of the job candidate’s eye movements and mannerisms
 - she has employed candidates whom she correctly predicted to be aggressive yet personable salespersons on the basis of their body language
 - she rejected the second candidate on the basis of his negative body language
- b) What does Charisma Corporation teach its marketing and sales employees in the recently launched training programme?
- How to be aggressive salespersons
 - How to make decisions on the basis of the customer’s non-verbal cues
 - How to make the best efforts to close a sale
 - How to be personable and friendly with the customers
- c) Why did Ms. Verma select the first candidate from the pair in the last round of selection?
- Because of his body movement and mannerism
 - Because of his aggressiveness
 - Because of his ability to ‘read’ people
 - Because of his liveliness and eye connection
- d) What suggestion would you give to Ms. Verma and managers like her, who place an excessively high value on body language?

Q.4. Answer ONE of the following in about 80 words.

(5x1=5)

- What is horizontal communication? In which ways is it useful for an organization?
- What do you mean by the Grapevine? How is it useful in the internal communication of a business organization?
- In which ways is Business Communication different from General Communication?

Q.5. Answer any ONE.

(10x1=10)

- “Whether an organization is small or large, it is communication that binds the organization together.” Discuss the flow of formal communication in an organization in the light of this statement.
- “Communication is a circular process”. Elucidate this statement, drawing a diagram.

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1ST SEMESTER MBA (BATCH 2022-24)

CLASS TEST - I

Business Environment & Ethics (18MBA109)

Total Marks : 30

Time: 1 Hours

Q1. Answer all the following questions.

(1x10=10)

- a) Broadly, what are the different types of Business Environments?
- b) Explain Environmental Scanning.
- c) Mention three constituents of macro business environment.
- d) What is the difference between industry and sector? Give one example for each.
- e) Why is trademark registration important for a business?
- f) Why is the Ecological environment suitable for development of agriculture in India? Mention two reasons.
- g) What are the benefits of digitization of Indian economy on the middle class? State two benefits.
- h) Which sectors of Indian economy has the conflict in Ukraine and Russia disrupted? Name three sectors.
- i) India is said to have a young demographic profile, namely maximum Indians are in the age group of 25-35 years. Is it good or bad for the country?
- j) What are the benefits of SWOT analysis of a business entity? Provide 3 benefits

Q2. Answer any two of the following questions :

[5x2=10]

- a) Explain the difference between Micro and Macro Business environment with appropriate examples.
- b) Why did Govt. of Odisha organize the recent Make in Odisha conclave? Explain the reasons point wise
- c) Do a SWOT analysis of BIITM from the point of view of a student.

Q3. Answer any one of the following questions :

[10x1=10]

- a) INTEL Inc of USA is planning to shift its semiconductor chip manufacturing factory to India. Using PESTEL analysis, explain why India was chosen instead of any other country in Asia?
- b) What were the various benefits to Indian economy due to Liberalization, Privatisation and Globalization?

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1ST SEMESTER MBA (BATCH 2022-24)

CLASS TEST – I

Business Law (18MBA108)

Total Marks : 30

Time: 1 Hours

Q1. Answer all the following questions :

[1x10=10]

- a) What is contract ? What are components of contract ?
- b) What is Coercion ?
- c) Who decides conditions to offer ?
- d) What is Quasi contract? What are features of quasi contract?
- e) Why ratification of agreement by minor is not allowed when he becomes major?
- f) What is executory contract ?
- g) Who are incapable to enter it to an enforceable agreement ?
- h) What are options of party to enforceable agreement ?
- i) What is legal right of promisor in rules of consideration ?
- j) Is absolute acceptance is necessary for proper acceptance?

Q2. Answer any two of the following questions :

[5x2=10]

- a) Differentiate between stranger to contract and stranger to consideration.
- b) Distinguish between Offer and Acceptance.
- c) What are circumstances in which consent is said to be not free?

Q3. Answer any one of the following questions :

[10x1=10]

- a) Explain the elements of valid contract.
- b) Explain exceptions to proposition ' No Consideration, No contract'.

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**1ST SEMESTER MBA (BATCH 2022-24)
CLASS TEST – I**

Decision Science (18MBA105)

Total Marks : 30

Time:1 Hours

Q1. Answer all the following questions.

(1x10=10)

- a) If Mean value is 10 and Mode is 25, then find the value of Median.
- b) If standard deviation is 5, then find variance of $(5-2x)$.
- c) The sum of 10 observations is 110 and the sum of square of observations is 2900. Find SD.
- d) Find the SD from 1 to 30.
- e) Find quartile deviation from the following information:
140, 145, 150, 155, 175, 156, 169, 190, 188, 177
- f) Write two demerits of median.
- g) The Mean and Number of observation in series 1 and in series 2 are 10, 5 and 20, 8 respectively then find the mean of 13 observations.
- h) Distinguish between absolute and relative measures in dispersion.
- i) Find the mean of n natural numbers.
- j) Find the coefficient of range from the following observations:
X: 12, 22, 15, 10, 18, 30, 28

Q2. Short Type Questions (answer any two of the following questions.

(5x2=10)

- a) Find the missing frequency from the following distribution, where median is 28 and $N=70$.

X	10-20	20-30	30-40	40-50	50-60	60-70
F	5	25	?	?	18	7

- b) From the following frequency distribution, find the Mean Deviation (MD) from the mean and its coefficient.

X	0-5	5-10	10-15	15-20	20-25	25-30
F	5	10	12	11	5	6

- c) The means and standard deviations of two brands of light bulbs are given below

	Bajaj	Phillips
Mean	800hours	770hours
Standard Deviation	100hours	60hours

Calculate a suitable measure of relative dispersion for the two brands and interpret the result.

Q3. Long Question – (Answer any 1 of the following Questions)

(10x1)

- a) The Marks are given for particular subjects along with their cumulative frequencies. Calculate the average mean by using step deviation method.

Marks (X)	0-10	10-20	20-30	30-40	40-50	50-60	60-70	70-80	80-90	90-100
F	7	12	15	5	8	6	12	17	14	19

- b) The means of two samples of sizes 50 and 100 respectively are 54.1 and 50.3 and the standard deviations are 8 and 7. Obtain the standard deviation of the sample size 150 obtained by combining the two samples.

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1ST SEMESTER MBA (BATCH 2022-24)

CLASS TEST - I

Financial Accounting and Analysis (18MBA107)

Total Marks : 30

Time: 1 Hour

Q1. Answer all the following questions :

[1x10=10]

- a) Define Accounting.
- b) Elucidate the Accrual Concept.
- c) What do you mean by Asset?
- d) Give two examples of Representative Personal Account.
- e) Explain the Business Entity Concept.
- f) What is meant by Liability?
- g) Give two examples of Real Account.
- h) Explain Drawings.
- i) What is Journal?
- j) Discuss the Dual Aspect Concept of Accounting.

Q2. Answer any two of the following questions :

[5x2=10]

- a) Describe the Accounting Cycle.
- b) Who are the users of accounting information? Explain their needs with examples.
- c) Show the accounting equation based on the following transactions.
 - Dec 1 Started business with cash Rs. 50,000.
 - Dec 2 Purchased goods for cash Rs. 12,000.
 - Dec 5 Purchased furniture for cash Rs. 50,000.
 - Dec 7 Sold goods for cash Rs. 30,000.
 - Dec 10 Rs. 5,000 withdrawn for personal use.

Q3. Answer any one of the following questions :

[10x1=10]

- a) Briefly discuss the importance and limitations of accounting.
- b) Journalise the following transactions.
 - March 1: Started business with cash Rs. 1,25,000/-
 - March 3: Deposited into bank Rs. 75,500/-
 - March 5: Purchased goods for Rs.25,000/- from Aman.
 - March 10: Salary paid Rs.3,000.
 - March 20: Sold goods to Bharat on credit Rs. 50,000.
 - March 25: Cash paid to Aman Rs. 24,500 in full settlement of his account.
 - March 27: Received Rs.48,000 from Bharat in full settlement.
 - March 28: Life insurance premium paid Rs. 5,000.
 - March 29: Goods worth Rs. 5,000 given as charity.
 - March 30: Wages paid Rs. 1000.

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CLASS TEST - I

Managerial Economics (18MBA101)

Total Marks : 30

Time: 1 Hour

Q1. Answer all the following questions :

[1x10=10]

- a) Define the concept of elasticity of demand.
- b) Explain two exception of law of demand.
- c) Explain any two factors determining the demand.
- d) Define the concept of managerial economics.
- e) For close substitute goods cross elasticity of demand is said to be -----
- f) For complementary goods cross elasticity of demand is said to be -----
- g) When demand increases the demand curve will shift -----
- h) Distinguish between individual demand schedule and market demand schedule.
- i) When the change in price is very negligible then which method is used for the measurement of price elasticity of demand.
- j) Explain the law of supply.

Q2. Answer any two of the following questions :

[5x2=10]

- a) Explain various types of elasticity of demand.
- b) Explain various factors determining the supply.
- c) Find price elasticity of demand from the following information
Original Price (P) = Rs10 Original Quantity (Q) = 25 units
New Price (P1) = Rs15 New Quantity (Q1) = 15 units
II) Find equilibrium price from the following information
 $Q_d = 45 - 10P$
 $Q_s = 20P - 15$

Q3. Answer any one of the following questions :

[10x1=10]

- a) Explain various methods for the measurement of price elasticity of demand.
- b) Explain the scope and importance of managerial economics.

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CLASS TEST – I

Marketing Management (18MBA102)

Total Marks : 30

Time: 1 Hour

Q1. Answer all the following questions :

[1x10=10]

- a) List down the bases of segmentation.
- b) What is the meaning of physical evidence in service marketing?
- c) What do you understand by Product Specialization targeting?
- d) What is the 80-20 principle in marketing?
- e) What is marketing myopia?
- f) What is meant by cross-selling?
- g) What is the meaning of doubtful positioning?
- h) What is the meaning of FMCG?
- i) Explain the production concept.
- j) Define marketing.

Q2. Answer any two of the following questions :

[5x2=10]

- a) As the marketing manager of Cadbury Dairy Milk. What kind of segmentation and targeting you would suggest for Dairy Milk 'SILK'?
- b) Explain the Bottom of the Pyramid concept.
- c) Differentiate between marketing and selling.

Q3. Answer any one of the following questions :

[10x1=10]

- a) Explain the concept of Marketing Mix using suitable examples.
- b) What is meant by Marketing Environment? Explain the micro and macro environment factors.

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CLASS TEST - I

Management Principles (18MBA104)

Total Marks : 30

Time: 1 Hour

Q1. Answer all the following questions :

[1x10=10]

- a) Define Management
- b) Why is Management important?
- c) Management is science as well as arts. Justify.
- d) Give an example of Conceptual Skill.
- e) Discuss scope of management briefly.
- f) Which skill is most appropriate for lower level managers?
- g) What is the role of a spokesperson?
- h) Give an example of People Skill.
- i) Who are the management gurus?
- j) Mention the various roles of a manager.

Q2. Answer any two of the following questions :

[5x2=10]

- a) Explain the three levels of Management with its functions and diagram.
- b) Explain the Principles of F. W Taylor's Scientific Management Theory.
- c) Explain the various roles of a manager in detail.

Q3. Answer any one of the following questions :

[10x1=10]

- a) Explain all the functions of management in detail.
- b) Elaborate the skills required for all the levels of manager with examples.

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CLASS TEST - I

Organization Behaviour (18MBA103)

Total Marks : 30

Time: 1 Hour

Q1. Answer all the following questions :

[1x10=10]

- a) Define Organizational Behaviour?
- b) Discuss scope of OB.
- c) State three limitation of OB?
- d) Define two importance of organizational behaviour.
- e) State the view of F.W. Taylor during scientific management era.
- f) Individual behaviour vs. organizational behaviour. Comment.
- g) What is Unity of Command?
- h) Explain the concept "Scalar Chain"
- i) What is career orientation according to Max Weber.
- j) "Human behaviour is generally caused and predictable" explain.

Q2. Answer any two of the following questions :

[5x2=10]

- a) Explain the various models of OB?
- b) What is theoretical framework of OB?
- c) How Behavioural study is related to organizational level?

Q3. Answer any one of the following questions :

[10x1=10]

- a) "OB is a multidisciplinary subject". Defend the statement.
- b) Describe the Evolution OB in the light of different theories.
