

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

1ST SEMESTER MBA (BATCH 2022-24)

CLASS TEST - II

Business Communication (18MBA106)

Total Marks: 30

Time: 1 Hours

Q1. Answer ALL questions.

(1x10=10)

- a) What are the basic parts of a Business Memo?
- b) Peter gave me a present on my birthday. (*Change the voice.*)
- c) What is an impromptu presentation?
- d) Gandhiji the Father of the Nation was shot at in a prayer meeting

(Use punctuation marks, where necessary.)

- e) The _____ resume style is primarily used by the candidates who have breaks in their employment history or educational career.

(Fill in the blank with the right word(s).)

- f) How do rehearsals before a presentation help the speaker?
- g) There are many talented students in our class, _____?

(Fill in the blank with the right tag question.)

- h) What does **Enc.** stand for in a business letter? What does it mean?
- i) In the..... format for a business letter, all parts except the dateline, the complimentary close and the signature begin at the left margin.

(Fill in the blank with the right word(s).)

- j) What is Concord? Give an example.

Q2. Answer any TWO of the following, each in 120-150 words. (5x2=10)

- i. Briefly state the important rules of Netiquette.
- ii. Explain the features of a good Business Report.
- iii. Some employers prefer a chronological resume instead of a functional resume. Why?

Q3. Answer ONE of the following questions in about 300 words. (10x1=10)

- i) Discuss the important aspects to be considered while planning for a business presentation.
- ii) You are the Sales Manager of a Pharmaceutical company. The demand for your products is declining due to competition from other companies. Prepare a report for your boss, explaining the reasons and possible ways to overcome the problem. Your Report should include the following parts: *Title, Terms of Reference, Procedure, Findings, Conclusions, and Recommendations.*

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1ST SEMESTER MBA (BATCH 2022-24)

CLASS TEST - II

Business Environment & Ethics (18MBA109)

Total Marks : 30

Time: 1 Hours

Q1. Answer all the following questions :

[1x10=10]

- a) What are the specific indicators of air pollution?
- b) What do you mean by naturally occurring greenhouse effect?
- c) What are the two broad areas of Ethical Philosophy?
- d) Give two examples of man-made disasters.
- e) What is the meaning of Corporate Social Responsibility? Give an example
- f) Give three examples of natural disasters.
- g) Give an example in the context of Utilitarian theory.
- h) What do you understand by glass ceiling for women?
- i) Turkey recently faced a natural disaster. What was the disaster?
- j) What do you understand by overt and covert ethical problems? Give one example each.

Q2. Answer any two of the following questions :

[5x2=10]

- a) Explain Deontology theory of ethics with an example.
- b) Explain how plastic is causing marine pollution and affecting aquatic life?
- c) Gautam Adani who 3 weeks back was the 2nd richest man in the world fell to 21st position in the world in 10 days! He lost \$ 100 billion in a matter of 10 days!! What are the reasons for his fall?

Q3. Answer any one of the following questions :

[10x1=10]

- a) Consider the example of Kingfisher airlines, elaborate on three big mistakes which led to bankruptcy of Kingfisher airlines.
- b) Your business cannot become successful by being dishonest with the customer. Showcase two examples along with explanations of Indian companies which have become successful since independence, and are considered highly ethical.

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1ST SEMESTER MBA (BATCH 2022-24)

CLASS TEST – II

Business Law (18MBA108)

Total Marks : 30

Time: 1 Hours

Q1. Answer all the following questions :

[1x10=10]

- a) What is right in jus- in -rem and right in Jus- in- personam?
- b) Who is a Del-Credere agent?
- c) What is the need for managers to know about business law?
- d) What are differences between novation and alteration?
- e) What is bailment?
- f) What do you mean by agency?
- g) Who qualifies as mercantile agent?
- h) What is discharge of contract?
- i) What do you mean by breach of contract?
- j) What are three tiers legal system to redress the complain of consumer?

Q2. Answer any two of the following questions :

[5x2=10]

- a) What are the rights of bailor?
- b) What are the rights of agent?
- c) What are the rules for delivery of goods?

Q3. Answer any one of the following questions :

[10x1=10]

- a) What is meant by transfer title? Mention cases where transfer of title indicate “sale by non-owners “as per Sales of Goods Act. Explain sales by person not the owner.
- b) Define the unpaid seller and explain their rights.

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1ST SEMESTER MBA (BATCH 2022-24)

CLASS TEST – II

Decision Science (18MBA105)

Total Marks : 30

Time:1 Hours

Q1. Answer all the following questions :

[1x10=10]

- | | |
|---|---|
| a) Define LPP.
c) State different types of solution in graphical method.
e) What do you mean by transportation problem?
g) What is slack and surplus variable?
i) What is standard form of LPP. | b) What is feasible region?
d) What is degeneracy in T.P?
f) What is unbalanced transportation problem?
h) What is unbalanced A.P?
j) Define artificial variable. |
|---|---|

Q2. Answer any two of the following questions :

[5x2=10]

- a) Solve the LPP by graphical method.
Maximize $Z = 100X_1 + 40X_2$
Subject to; $5X_1 + 2X_2 \leq 1000$
 $3X_1 + 2X_2 \leq 900$
 $X_1 + 2X_2 \leq 500$
 $X_1, X_2 \geq 0$
- b) A company has four machines to do three jobs. Each job can be assigned to one and only one machine. The cost of each job on each machine is given below. Determine the job assignments which will minimize the total cost.

Jobs/Machines	A	B	C	D
1	18	24	28	32
2	8	13	17	18
3	10	15	19	22

- c) Obtain an Initial BFS to the following Transportation problem using VAM method?

Origin	Destination				Supply
	A	B	C	D	
A	20	22	17	4	120
B	24	37	9	7	70
C	32	37	20	15	50
Demand	60	40	30	110	

Q3. Answer any one of the following questions :

[10x1=10]

- a) Solve the following linear programming problem by using Simplex method.

Maximize $Z = 3X_1 + 2X_2$

Subject to the constraints;

$2X_1 + X_2 \leq 2$

$3X_1 + 4X_2 \geq 12$

$X_1, X_2 \geq 0$

- b) A company has three cement factories located at three cities X, Y and Z which supply cement to the four project sites located in cities A, B, C and D. Each plant can supply 6, 1 and 10 truckloads of cement daily and the daily requirements of the projects are 7, 5, 3 and 2 truckloads respectively. The transportation cost (in thousand rupees) per truckload of cement from each plant to each project site are given below. Determine the optimal distribution of the company so as to minimize the total transportation cost by using VAM for IBFS and UV for optimal distribution.

Plants/ Projects	A	B	C	D
X	2	3	11	7
Y	1	0	6	1
Z	5	8	15	9

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1ST SEMESTER MBA (BATCH 2022-24)

CLASS TEST - II

Financial Accounting and Analysis (18MBA107)

Total Marks : 30

Time: 1 Hour

Q1. Answer all the following questions :

[1x10=10]

- a) What is Final Account?
- b) Why Trading Account is prepared?
- c) What do you mean by Contingent Liability?
- d) Give two examples of Current Liability.
- e) Define Capital Expenditure.
- f) Give two examples of Revenue Expenditure.
- g) What do you mean by Deferred Revenue Expenditure?
- h) What is marshalling of assets and liabilities?
- i) Define Equity Share.
- j) What is Accrued Income?

Q2. Answer any two of the following questions :

[5x2=10]

- a) Give classification of assets with examples.
- b) What will be the treatment of the following adjustment items in final account?
 - Closing Stock.
 - Outstanding Expenses.
 - Depreciation.
 - Prepaid Expenses.
- c) Define share capital. Describe the various types of share capital.

Q3. Answer any one of the following questions :

[10x1=10]

- a) ABC Ltd. issued 10,000 equity shares of Rs.100 each, payable Rs.20 on application, Rs.40 on allotment, Rs.20 on first call and Rs.20 on second and final call. All shares are duly subscribed and paid up . Pass necessary journal entries in the books of the company.
- b) What do you mean by Preference Share? Discuss the various types of preference shares a company can issue.

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1ST SEMESTER MBA (BATCH 2022-24)

CLASS TEST - II

Managerial Economics (18MBA101)

Total Marks : 30

Time: 1 Hour

Q1. Answer all the following questions :

[1x10=10]

- a) What is the nature of AR and MR curve under perfect competition?
- b) Explain the equilibrium conditions of a firm under different market structure.
- c) Why the short run cost curves are U shaped?
- d) What is Total Fixed Cost?
- e) What is production function?
- f) What is the nature of AR and MR curve under Non Collusive Oligopoly?
- g) Explain the concept of Price Discrimination.
- h) Define the concept of producer's equilibrium.
- i) What is the shape of TVC curve?
- j) Define the concept of monopoly market.

Q2. Answer any two of the following questions :

[5x2=10]

- a) Why the short run cost curves are U shaped? Explain.
- b) Explain the various features of perfect competition.
- c) Explain the relationship between AC and MC curve.

Q3. Answer any one of the following questions :

[10x1=10]

- a) Explain the determination of equilibrium price and output under monopolistic competition in the short run.
- b) Explain the behavior of production function in the short run.

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CLASS TEST – II

Marketing Management (18MBA102)

Total Marks : 30

Time: 1 Hour

Q1. Answer all the following questions :

[1x10=10]

- a) What is line filling?
- b) Define convenience goods.
- c) What is meant by a “concept” in new product development?
- d) Differentiate between fashion and fad.
- e) What is social marketing?
- f) Define brand equity.
- g) What do you understand by skimming pricing?
- h) Explain the different levels of product.
- i) What is brand association?
- j) What is the rationale behind green marketing?

Q2. Answer any two of the following questions :

[5x2=10]

- a) Discuss the steps in the consumer decision making process.
- b) Discuss the salient aspects of packaging and how it influences consumer preference.
- c) What are the differences between viral and guerrilla marketing?

Q3. Answer any one of the following questions :

[10x1=10]

- a) Discuss the different stages of Product Life Cycle (PLC) and explain the strategies needed in each stage by giving suitable examples.
- b) What is a ‘New Product’? Discuss the process of New Product Development by giving suitable examples.

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CLASS TEST - II

Management Principles (18MBA104)

Total Marks : 30

Time: 1 Hour

Q1. Answer all the following questions :

[1x10=10]

- a) Outline the different types of organization structures.
- b) Differentiate between Line Organization and Staff Organization.
- c) What do you understand by Organizing Knowledge Resource?
- d) What are the 3 elements of Delegation?
- e) Differentiate narrow and wide span of control
- f) What is chain of command?
- g) What is the characteristic of Line Organizations?
- h) Give an example of Cultural Diversity in workplace.
- i) Give an example of Functional Organization.
- j) What do you mean by work specialization?

Q2. Answer any two of the following questions :

[5x2=10]

- a) What do you understand by organization structure? What principles would you keep in mind while developing an organization structure?
- b) "Authority and Responsibility goes hand in hand." Justify.
- c) State the difference between Centralization and Decentralization.

Q3. Answer any one of the following questions :

[10x1=10]

- a) Discuss the various bases for departmentation with its advantages and disadvantages and suggest a scheme of departmentation for a large enterprise with a distribution network all over the country.
- b) The existence of informal organization is inevitable inside every Formal Organization. Explain the reasons.

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CLASS TEST - II

Organization Behaviour (18MBA103)

Total Marks : 30

Time: 1 Hour

Q1. Answer all the following questions :

[1x10=10]

- a) Write briefly the concept of right attitude.
- b) Explain halo effect with example?
- c) What are the components of attitude?
- d) Expand MBTI?
- e) What is emotional intelligence?
- f) Explain the term "Value".
- g) Explain "Agreeableness" personality type.
- h) What does ERG stand for?
- i) Explain the basic difference between Need & Motive.
- j) What is figure ground principle of perception?

Q2. Answer any two of the following questions :

[5x2=10]

- a) Explain Big Five Personality dimensions.
- b) Describe job attitude, and explain how to improve it?
- c) Explain Herzberg's two factor Theory of motivation.

Q3. Answer any one of the following questions :

[10x1=10]

- a) Briefly explain the perceptual process in organizations.
- b) Discuss Maslow's need hierarchy theory of motivation & its impact on behaviour.
