

Semester: 1<sup>st</sup> Sem. MBA  
Batch : 2023-25  
Subject: Managerial Economics  
Subject Code: 18MBA101

Date: 02/01/2024  
Class Test: II  
Duration: 1 Hour  
Full Marks: 30

**Section-A**

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

- a) What is production function? CO2
- b) What is the nature of AR and MR curve under perfect competition? CO3
- c) Define the concept monopoly. CO3
- d) What is non collusive oligopoly? CO3
- e) Establish the relationship between AR, MR and Price Elasticity of Demand.CO2

**Section-B**

**B. Answer any two from the following questions. (6x2 =12)**

- a) Why the short run cost curves are U shaped? CO2
- b) Established the relationship between Average Cost and Marginal Cost.CO2
- c) What is an isoquant? Explain the various properties of an isoquant.CO2

**Section-C**

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

- a) Explain the law of variable proportion. CO2
- b) Explain how the equilibrium price and output is determined under perfect competition in the short run.CO3

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

Date: 02/01/2024

Semester: 1<sup>st</sup> Sem. MBA

Batch : 2023-25

Subject: Marketing Management

Subject Code: 18MBA102

Class Test: II

Duration: 1 Hour

Full Marks: 30

**Section-A**

**A. Answer any four from the following questions.**

**(2X4= 8)**

- a) How are shopping goods different from specialty goods? – CO3
- b) What is market skimming pricing? – CO4
- c) What is a level two channel? – CO4
- d) Differentiate between fashion and fad. – CO3
- e) Point out the differences between a product and a brand. – CO4

**Section-B**

**B. Answer any two from the following questions.**

**(6x2 =12)**

- a) Discuss the salient aspects of packaging and how it influences consumer preference. – CO4
- b) What is channel conflict? Explain the causes of channel conflict. – CO4
- c) What is Product Life Cycle (PLC)? Explain the marketing strategies for introduction stage and growth stage of the PLC. – CO3

**Section-C**

**C. Answer any one from the following.**

**(10x1= 10)**

- 1. A firm has to consider many factors in setting its pricing policies. Elaborate the steps companies undertake to fix the final price. – CO4
- 2. What is a “new product”? Discuss the steps in New Product Development process by giving suitable examples. – CO3

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

Date: 02/01/2024

Semester: 1<sup>st</sup> Sem. MBA

Batch : 2023-25

Subject: Organizational Behaviour

Subject Code: 18MBA103

Class Test: II

Duration: 1 Hour

Full Marks: 30

**Section-A**

**A. Answer any four from the following questions.**

**(2X4= 8)**

- |   |     |
|---|-----|
| a) Write briefly about the concept of right attitude. | CO1 |
| b) Explain halo effect with example?                  | CO3 |
| c) What is MBTI?                                      | CO1 |
| d) Define emotional intelligence?                     | CO1 |
| e) Explain the term "Value" with suitable examples    | CO3 |

**Section-B**

**A. Answer any two from the following questions.**

**(6x2 =12)**

- |   |     |
|---|-----|
| a) How personality influence individual & group behavior. | CO3 |
| b) Outline the important measures to improve perception   | CO4 |
| c) Explain Herzberg's two factors Theory of motivation.   | CO2 |

**Section-C**

**B. Answer any one from the following.**

**(10x1= 10)**

- |  |     |
|--|-----|
| a) What are the sources of attitude formation? Do you think it is possible to change the attitude of an employee? If yes, justify your answer. | CO4 |
| b) Discuss different theories of motivation & its impact on behavior.  | CO3 |

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

Date: 03/01/2024

Semester: 1<sup>st</sup> Sem. MBA  
Batch : 2023-25  
Subject: Management Principles  
Subject Code: 18MBA104

Class Test: II  
Duration: 1 Hour  
Full Marks: 30

**Section-A**

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

- a) What do you understand by Organizational Structure? CO1
- b) What is tactical and operational planning? CO1
- c) What do you understand by planning premises? CO1
- d) What is formal organization? How it is different from informal organization? CO3
- e) What is mean by chain of command? CO1

**Section-B**

**B. Answer any two from the following questions. (6x2 =12)**

- a) What is MBO and what are the steps involved in the process of MBO? CO2
- b) Explain the need of span of management, what are the different factors affecting span of management. CO2
- c) Define planning how planning help the organization in achieving the goal? CO3

**Section-C**

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

- a) A manager should decide what to delegate and what not to delegate and to whom should authority be delegated. Comment with example. CO3
- b) Define centralization and decentralization? Explain it and substantiate the important of centralization as well as decentralization with suitable example. CO4

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

Date: 03/01/2024



Semester: 1<sup>st</sup> Sem. MBA  
Batch : 2023-25  
Subject: Decision Science  
Subject Code: 18MBA105

Class Test: II  
Duration: 1 Hour  
Full Marks: 30

**Section-A**

**A. Answer any four from the following questions.**

**(2X4= 8)**

- What is feasible region? CO1
- What is degeneracy in T.P? CO1
- What is unbalanced transportation problem? CO1
- What is slack and surplus variable? CO1
- What is Standard form of LPP? CO1

**Section-B**

**A. Answer any two from the following questions.**

**(6x2 =12)**

- Solve the LPP by graphical method. CO3

$$\begin{aligned} \text{Maximize } Z &= 100X_1 + 40X_2 \\ \text{Subject to; } 5X_1 + 2X_2 &\leq 1000 \\ 3X_1 + 2X_2 &\leq 900 \\ X_1 + 2X_2 &\leq 500 \\ X_1, X_2 &\geq 0 \end{aligned}$$

- 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. CO3

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

- Obtain an Initial BFS to the following Transportation problem using VAM method? CO3

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	

**Section-C**

**B. Answer any one from the following.**

**(10x1= 10)**

- a) Solve the following linear programming problem by using Simplex method.  
CO3

$$\begin{aligned} \text{Maximize } Z &= 3X_1 + 2X_2 \\ \text{Subject to the constraints;} \quad &2X_1 + X_2 \leq 2 \\ &3X_1 + 4X_2 \geq 12 \\ &X_1, X_2 \geq 0 \end{aligned}$$

- 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. CO3

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

*-: Best of Luck:-*

Semester: 1<sup>st</sup> Sem. MBA  
Batch : 2023-25  
Subject: Business Communication  
Subject Code: 18MBA106

Date: 03/01/2024  
Class Test: II  
Duration: 1 Hour  
Full Marks: 30

**Section-A**

**Q1. Read the passage and write the correct alternative for each question in your answer book. (2x4= 8 marks) ( CO-3)**

It is strange that, according to his position in life, an extravagant man is admired or despised. A successful businessman does nothing to increase his popularity by being careful with his money. He is expected to display his success, to have a smart car, an expensive life, and to be **lavish with his hospitality**. If he is not so, he is considered mean and his reputation in business may even suffer in consequence. The paradox remains that if he had not been careful with his money in the first place, he would never have achieved his present wealth. Among the low income groups, a different set of values exists. The young clerk who makes his wife a present of a new dress when he hadn't paid his house rent, is condemned as extravagant. Carefulness with money to the point of meanness is applauded as a virtue. Nothing in his life is considered more worthy than paying his bills. The ideal wife for such a man separates her housekeeping money into joyless little piles-so much for rent, for food, for the children's shoes; she is able to face the milkman with equanimity and never knows the guilt of buying something she can't really afford. As for myself, I fall into neither of these categories. If I have money to spare, I can be extravagant, but when, as usually the case, I am hard up, then I am the meanest man imaginable.

**Questions**

- I) In the opinion of the writer, a successful businessman
- (a) is more popular if he appears to be doing nothing
  - (b) Should not bother about his popularity
  - (c) Must be extravagant before achieving success
  - (d) Is expected to have expensive tastes
- II) The phrase '**lavish with his hospitality**' signifies
- (a) Miserliness in dealing with his friends
  - (b) Considerateness in spending on guests and strangers
  - (c) Extravagance in entertaining guests
  - (d) Indifference in treating his friends and relatives
- III) Which of the following would be the most suitable title for the passage?
- (a) Extravagance leads to poverty.
  - (b) Miserly habits of the poor.
  - (c) Extravagance in the life of the rich and the poor.
  - (d) Extravagance is always condemnable.
- IV) Which sub-skill of reading did you use to answer the previous question?
- a) Skimming
  - b) Scanning
  - c) Inferring



d) Predicting

**Section-B**

**C. Answer any two from the following questions.(CO-4)**

**(6x2 =12)**

- a) Briefly describe the advantages of E-mail.
- b) You have recently opened a new office in Bhubaneswar, and you want to have the latest equipment and office furniture for it. Write a letter to an order supplier with a request to send their latest catalogue and price list.
- c) As the Chief Operation Officer of your company, write a memo to all staff to take a few important precautions while handling data on the computer in view of the recent cyber-attacks on the company's database.

**Section-C**

**D. Answer any one from the following. (CO-5)**

**(10x1= 10)**

- a) How important is the Resume in the whole recruitment process? What are the strategic points in the Resume that require special attention by candidates?
- b) What is Group Discussion? How is it different from a Debate? Discuss the Do's and Don'ts of GD.

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



Semester: 1<sup>st</sup> Sem. MBA  
Batch : 2023-25  
Subject: Financial Accounting & Analysis  
Subject Code: 18MBA107

Date: 04/01/2024  
Class Test: II  
Duration: 1 Hour  
Full Marks: 30

**Section-A**

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

- a) What is Final Account? **CO2**
- b) Why Trading Account is prepared? **CO2**
- c) What is over subscription? **CO3**
- d) Explain issue of shares at discount? **CO3**
- e) What is Current Asset? Give two examples of current asset. **CO4**

**Section-B**

**B. Answer any two from the following questions. (6x2 =12)**

- a) What do you mean by Share? Explain different types of Share Capital. **CO3**
- b) Write down adjustment process of following items in final account **CO3**
  - i. Closing stock
  - ii. Outstanding Expenses
  - iii. Prepaid Expenses
  - iv. Accrued Income
  - v. Depreciation
- c) Give classification of Assets and Liabilities with example. **CO4**

**Section-C**

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

- a) What is company? Explain characteristics of a company. **CO3**
- b) Journalise the following transactions in the book of XYZ Ltd. **CO3**

XYZ Ltd issued 5000 shares of Rs 100 each at a premium of 5% payable Rs. 25 on application, Rs. 30 on allotment (including premium) and Rs. 25 on first call and Rs. 25 on second and final call. The entire shares are subscribed and money duly received. Pass necessary journal entries.

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

Semester: 1<sup>st</sup> Sem. MBA  
Batch : 2023-25  
Subject: Business Law  
Subject Code: 18MBA108

Date: 04/01/2024  
Class Test: II  
Duration: 1 Hour  
Full Marks: 30

**Section-A**

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

- a) What is perpetual succession? Give an example. **CO-1**
- b) State the difference between SALE and AGREEMENT TO SALE. **CO-1**
- c) What is consumerism? Why Consumer Education is a must in our country? **CO-1**
- d) On the basis of liability what are the types of company? Explain briefly. **CO-1**
- e) What does the phrase "NEMO DAT QUOD NON-HABET" means? Explain. **CO-1**

**Section-B**

**B. Answer any two from the following questions. (6x2 =12)**

- a) "Risk Follow the owner" explain the statement. Discuss the provisions regarding this statement. **CO-2**
- b) What are fundamental documents of Company? Discuss their contents. **CO-2**
- c) Discuss the role of District Forum according to consumer protection Act- 1986. **CO-2**

**Section-C**

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

- a) Discuss about the consumer Redressal agencies and their power. **CO-2**
- b) Write Short Notes. (Any two). **CO-2**
  - i. Doctrine of Caveat Emptor.
  - ii. Doctrine of Constructive Notice.
  - iii. Differentiate between Private company and Public Company.

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

Date: 04/01/2024

Semester: 1<sup>st</sup> Sem. MBA

Batch : 2023-25

Subject: Business Environment & Ethics

Subject Code: 18MBA109

Class Test: II

Duration: 1 Hour

Full Marks: 30

**Section-A**

**A. Answer any four from the following questions.**

**(2X4= 8)**

- a) What are the indicators of Air pollution? (CO1)
- b) What does Misleading Advertisement represent? (CO1)
- c) Write about Disguised Unemployment in agro-based activities. (CO1)
- d) What do you understand by non-biodegradable waste? (CO1)
- e) Every manager has to face moral dilemma in profession. State your view on this front. (CO1)

**Section-B**

**D. Answer any two from the following questions.**

**(6x2 =12)**

- a) Explain how human activity has resulted in increased emissions of green house gases? (CO2)
- b) "Financial management comprises of many ethical decisions." Comment. (CO2)
- c) What are the different ethical aspects of contemporary marketing practices? (CO2)

**Section-C**

**E. Answer any one from the following.**

**(10x1= 10)**

- a) Elucidate the causes of industrial pollution and feasible measures to curb the pollutions by industries. (CO2)
- b) Why is ethics imperative in business? Discuss the characteristics and prominent objectives of business ethics. (CO2)

**-: Best of Luck:-**