BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY
& MANAGEMENT STUDIES, BHUBANESWAR

Semester : 7th IMBA | **Date : 04.11.2024**
Batch : 2021-26 | **Class Test : II**
Subject : Banking & Insurance Mgmt. | **Duration : 1 Hr.**
Subject Code : 16IMN702 | **Full Marks : 30**

PART-A

1. Answer any four out of following questions. **(4 x 2 = 8)**

a) What do you mean by Banking Ombudsmen Scheme. (CO2)

b) Explain the term insurer and insured. (CO 3)

c) State the difference between life insurance and general insurance. (CO3)

d) What do you understand by the term uncertainty. (CO3)

PART-B

2. Answer any two questions out of following **(2 x 6= 12)**

a) Write a short note on life insurance and its types. (CO3)

b) Explain the principles of insurance. (CO3)

c) Write a risk and uncertainty (CO2)

PART-C

3. Answer any one out of following questions. **(1 x 10= 10)**

a) Write a short note on Basel Norms (CO2)

b) Write a short note on (CO2)

I. Reinsurance
II. Double insurance
III. Micro-insurance

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BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES, BHUBANESWAR

Semester : 7th IMBA | **Date : 04.11.2024**
Batch : 2021-26 | **Class Test : II**
Subject : Corporate Strategy | **Duration : 1 Hr.**
Subject Code : 16IMN705 | **Full Marks : 30**

PART-A

1. Answer any four out of following questions. (4 x 2 = 8)

a. What is meant by stability strategy? CO3

b. Differentiate between concentric and conglomerate diversification. CO3

c. What is understood by vertical integration? CO3

d. What are the various components of Value chain? CO2

e. Explain the industry shakeout stage. CO2

PART-B

2. Answer any two questions out of following (2 x 6= 12)

a. Describe Ansoff Matrix with diagram CO3

b. What is sustainable competitive advantage. Illustrate how can a firm achieve sustainable competitive advantage . CO2

c. Explain various types of retrenchment strategies. CO3

PART-C

3. Answer any one out of following questions. (1 x 10= 10)

a. Explain the Porter's Generic Business model with appropriate examples. CO2

b. Explain in detail various types of Internationalisation strategies with examples CO3

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BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES, BHUBANESWAR

Semester : 7th IMBA | **Date : 04.11.2024**
Batch : 2021-26 | **Class Test : II**
Subject : Fundamentals of ERP | **Duration : 1 Hr.**
Subject Code : 16IMN701 | **Full Marks : 30**

PART-A

1. Answer any four out of following questions. (4 x 2 = 8)

a. What is one main feature of the PeopleSoft ERP package? (CO3)

b. Mention one notable feature of the IFS/AVALON ERP system. (CO3)

c. What is role of Manager in Implementing ERP system? (CO4)

d. What are the factors for selection of an ERP package? (CO4)

e. What are the basic constituents of an ERP system? (CO4)

PART-B

2. Answer any two questions out of following (2 x 6= 12)

a. Explain the elements of an ERP system. (CO3)

b. Write the procurement process of ERP packages. (CO4)

c. Explain the basic principle of Supply Chain Management. (CO5)

PART-C

3. Answer any one out of following questions. (1 x 10= 10)

a. Describe SAP R/3's architecture, functionalities, and industry applications. Why is it preferred by large enterprises? (CO3)

b. Describe Oracle Financials in an ERP ecosystem. How does it enhance financial management, reporting, and compliance? (CO3)

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BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES, BHUBANESWAR

Semester : 7th IMBA | **Date : 05.11.2024**
Batch : 2021-26 | **Class Test : II**
Subject : Managerial Economics | **Duration : 1 Hr.**
Subject Code : 16IMN703 | **Full Marks : 30**

PART-A

1. Answer any four out of following questions. (4 x 2 = 8)

a) Why the short run cost curves are 'U' shaped? CO2

b) What is the nature of AR and MR curve under Non Collusive Oligopoly? CO2

c) What is Cost Push Inflation? CO3

d) Define the concept of Oligopoly. CO3

e) Define the concept of GDP and GNP. CO3

PART-B

2. Answer any two questions out of following (2 x 6= 12)

a) Explain the relationship between average cost and marginal cost. CO1

b) Distinguish between Marginal Propensity to Consume and Average Propensity to Consume. CO3

c) Explain the various features of Monopolistic Competition. CO2

PART-C

3. Answer any one out of following questions. (1 x 10= 10)

a) Define the concept Inflation. Explain the effects of Inflation on Production and Distribution. CO3

b) What is National Income? Explain the various methods used for estimating national Income. CO3

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BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY
& MANAGEMENT STUDIES, BHUBANESWAR

Semester : 7th IMBA | **Date : 05.11.2024**
Batch : 2021-26 | **Class Test : II**
Subject : International Business | **Duration : 1 Hr.**
Subject Code : 16IMN704 | **Full Marks : 30**

PART-A

1. Answer any four out of following questions. **(4 x 2 = 8)**

a. What is preferential trading area? CO3

b. Briefly explain customs union? CO3

c. What are the elements of porter's generic strategy? CO4

d. Explain core competency. CO4

e. What do you mean by Quota? CO3

PART-B

2. Answer any two questions out of following **(2 x 6= 12)**

a. Elaborate Urguay round of discussion. CO1

b. What is regional trade block? Write the objective and types of regional trade block. CO2

c. What do you mean by spectrum of strategic formulation in international business. CO4

PART-C

3. Answer any one out of following questions. **(1 x 10= 10)**

a. Explain environmental scanning in international business. Write political risks associated with international business environment (16) CO3

b. How WTO is different from GATT? Explain the function and organisation structure of WTO. CO1

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