



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

**Semester : 1<sup>st</sup> MBA**

**Batch : 2024-26**

**Subject : Financial Accounting and Analysis**

**Subject Code : MBPC1003**

**Date : 11.11.2024**

**Class Test : I**

**Duration : 1 Hr.**

**Full Marks : 30**

**PART-A**

1. **Answer any four out of following questions.** (4 x 2 = 8)
- a) What is Accounting? [CO1]
  - b) Give two examples of a representative personal account. [CO1]
  - c) What do you mean by convention of conservatism? [CO1]
  - d) What is asset ? Give examples. [CO1]
  - e) What is narration? [CO2]

**PART-B**

2. **Answer any two questions out of following** (2 x 6 = 12)
- a) Explain the users of accounting information. [CO1]
  - b) Describe functions of accounting. [CO1]
  - c) Show the effect of the following transactions on accounting equations: [CO2]
    - Business started with cash Rs. 500000.
    - Goods purchased for cash Rs. 300000.
    - Goods sold for cash Rs. 200000
    - A computer purchased of Rs. 30000
    - Goods purchased from Rohan on credit for Rs. 200000.
    - Rs. 20000 taken by the owner for personal use.

**PART-C**

3. **Answer any one out of following questions.** (1 x 10 = 10)
- a) Explain the concepts of accounting. [CO1]
  - b) Journalize the following transactions: [CO2]  
2024  
Jan 1. Business started with cash Rs. 10,00,000  
Jan 2. Goods purchased for cash Rs. 3,00,000  
Jan 3. Furniture purchased for cash Rs. 30,000  
Jan 5. Goods sold for cash Rs. 1,50,000  
Jan 6. Goods purchased from Rakesh on Credit Rs. 2,00,000  
Jan 7. Salary paid Rs. 50,000  
Jan 8. Goods worth Rs. 10,000 lost by fire.  
Jan 9. Goods sold to Ashok on credit Rs. 100,000  
Jan 10. Cash deposited in bank Rs. 2,00,000  
Jan 11. Payment made to Rakesh Rs. 2,00,000



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**Semester : 1<sup>st</sup> MBA  
Batch : 2024-26  
Subject : Marketing Management  
Subject Code : MBPC1002**

**Date : 11.11.2024  
Class Test : I  
Duration : 1 Hr.  
Full Marks : 30**

**PART-A**

1. Answer any four out of following questions. (4 x 2 = 8)
- a) Define Marketing? [CO1]
  - b) Explain Marketing Myopia with suitable example? [CO1]
  - c) What is Pareto principle? [CO1]
  - d) What is Meta Market? [CO1]
  - e) Differentiate between Marketing Vs Selling? [CO1]

**PART-B**

2. Answer any two questions out of following (2 x 6= 12)
- a. How can a coffee brand use the marketing mix (4Ps) to differentiate itself in a competitive market? Give examples for each component of the marketing mix (Product, Price, Place, and Promotion) to illustrate your answer. [CO1]
  - b. Discuss different demand states that a product may experience. [CO1]
  - c. Elaborate different types of Marketing concept. [CO1]

**PART-C**

3. Answer any one out of following questions. (1 x 10= 10)
- a. What is Segmentation? Explain psychographic segmentation strategy? [CO2]
  - b. A local bakery chain, 'Fresh Bites,' operates in a city known for its love of organic and locally sourced products. Recently, a large international bakery brand has opened multiple stores nearby, offering a wider variety of products at competitive prices. Additionally, new government regulations promote eco-friendly packaging, while social trends show a growing preference for plant-based options.  
**How should Fresh Bites analyze and adapt to its marketing environment? Identify specific micro and macro-environmental factors at play and suggest strategies for Fresh Bites to maintain its competitive edge.** [CO1]



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**Semester : 1<sup>st</sup> MBA**

**Batch : 2024-26**

**Subject: Mgmt. Principles & Organizational Behaviour (MPOB)**

**Subject Code : MBPC1001**

**Date : 11.11.2024**

**Class Test : I**

**Duration : 1 Hr.**

**Full Marks : 30**

**PART-A**

1. Answer any four out of following questions. (4 x 2 = 8)
- a) How would you define management in the contemporary business environment? [CO1]
  - b) Discuss the importance of management in any organisation? [CO2]
  - c) Highlight the essential skills of managers of various levels? [CO2]
  - d) What do you mean by esprits de corps? [CO1]
  - e) How authority and responsibility are related? [CO2]

**PART-B**

2. Answer any two questions out of following (2 x 6 = 12)
- a) Discuss the relevance of Peter Ducker's model in today's fast paced business environment. [CO3]
  - b) Discuss the relevance of McKinsey 7s model. [CO3]
  - c) What are the principles developed by F.W. Taylor under scientific management thought? [CO1]

**PART-C**

3. Answer any one out of following questions. (1 x 10 = 10)
- a) Discuss various functions of management with suitable example. [CO1]
  - b) Explain the various roles played by the managers and its importance for the organization. [CO2]

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**Semester : 1<sup>st</sup> MBA**  
**Batch : 2024-26**  
**Subject: Quantitative Techniques**  
**Subject Code : MBQT1001**

**Date : 11.11.2024**  
**Class Test : I**  
**Duration : 1 Hr.**  
**Full Marks : 30**

**PART-A**

1. **Answer any four out of following questions.** (4 x 2 = 8)
- a) Find Median from the following information: [CO1]  
 2, 8, 5, 7, 12, 10, 20
- b) Find the SD from 1 to 30. [CO2]
- c) Find quartile deviation from the following information: [CO1]  
 140, 145, 150, 155, 175, 156, 169, 190, 188, 177
- d) 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. [CO1]
- e) Find the coefficient of range from the following observations: [CO1]  
 X: 12, 22, 9, 10, 18, 30, 28

**PART-B**

2. **Answer any two questions out of following** (2 x 6 = 12)
- a) Find the missing frequency from the following distribution, where median is 146.25 and N=150. CO1

X	100-110	110-120	120-130	130-140	140-150	150-160	160-170	170-180	180-190	190-200
F	4	7	15	?	40	?	16	10	6	3

- b) The value of spereman's rank correlation coefficient is  $\frac{2}{3}$  and sum of square of difference between ranks is 55. Find the number of pairs? [CO2]
- c) The means and standard deviations of two brands of light bulbs are given below [CO2]

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

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

**PART-C**

3. **Answer any one out of following questions.** (1 x 10 = 10)
- a) Find the rank correlation coefficient from the following marks awarded by the examiner in statistics.CO2

X	12	18	32	18	25	24	25	40	38	22
Y	16	15	28	16	24	22	28	36	34	19

- b) The means of two samples of sizes 50 and 100 respectively are 55 and 65 and the standard deviations are 9 and 11. Obtain the standard deviation of the sample size 150 obtained by combining the two samples. [CO2]



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**Semester : 1<sup>st</sup> MBA**

**Batch : 2024-26**

**Subject: Universal Human Values, Ethics and Environment**

**Subject Code : MBEV1003**

**Date : 12.11.2024**

**Class Test : I**

**Duration : 1 Hr.**

**Full Marks : 30**

**PART-A**

1. Answer any four out of following questions. (4 x 2 = 8)
- a) What do you mean by Value in the context of UHV? [CO1]
  - b) What does "Sanskar" mean in the context of Value education? [CO2]
  - c) What is the meaning of "Happiness" according to UHV? [CO1]
  - d) Do you think Self-regulation is important for Health? Justify it. [CO2]
  - e) List down the feelings (values) in relationship in proper sequence. [CO1]

**PART-B**

2. Answer any two questions out of following (2 x 6 = 12)
- a) Explain how Trust forms the foundation of relationships within a family. [CO2]
  - b) Explain how Value Education is a holistic education. [CO2]
  - c) What are the basic human aspirations? What are the requirements to fulfill them and do indicate their correct priority? [CO3]

**PART-C**

3. Answer any one out of following questions. (1 x 10 = 10)
- a) Explain the process of Self-exploration with a diagram. What is the content and natural outcome of self-exploration and explain with examples? [CO2]
  - b) Discuss the role of "Physical facility" in bringing harmony within one self. Provide suitable examples. [CO3]



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**Semester : 1<sup>st</sup> MBA  
Batch : 2024-26  
Subject: Business Communication  
Subject Code : MBEV1002**

**Date : 12.11.2024  
Class Test : I  
Duration : 1 Hr.  
Full Marks : 30**

**PART-A**

1. Answer any four out of following questions. (4 x 2 = 8)
- (a) What do you mean by the 'grapevine'? How is it useful in internal business communication? [CO 1]
  - (b) How is Haptics useful in communication? [CO 1]
  - (c) What do you mean by "Active Listening"? [CO 1]
  - (d) What qualities of speech do you miss in written communication? [CO 1]
  - (e) Why is Feedback important in the process of communication? [CO 1]

**PART-B**

2. Answer any two questions out of following (2 x 6= 12)
- (a) Rewrite these sentences after filling in the blanks with the correct form of the verbs given in brackets: (2x3=6) [CO 4]
    - (i) I will not come to college if it \_\_\_\_\_ (rain) tomorrow.
    - (ii) The majority of people in our state \_\_\_\_\_ (be) worshippers of Lord Jagannath.
    - (iii) Tamanna \_\_\_\_\_ (take) her bath when the telephone rang.
  - (b) "Tense and Time are not the same." Explain with examples from English. [CO 4]
  - (c) Do as directed: (2x3=6) [CO 4]
    - (i) People use a seismograph for recording an earthquake. (Change the voice.)
    - (ii) Let Naresh complete this business proposal tonight. (Change the voice.)
    - (iii) Rewrite this sentence using Capital letters and punctuation marks where necessary: i am an orphan said the little girl

**PART-C**

3. Answer any one out of following questions. (1 x 10= 10)
- (a) "Whether an organization is small or large, it is communication that binds the organization together." Discuss in detail the flow of formal communication in an organization in the light of the above statement. [CO 1]
  - (b) How is listening important for a professional? Discuss the strategies for improving the listening skill. [CO 1]

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**Semester : 1<sup>st</sup> MBA**  
**Batch : 2024-26**  
**Subject: Managerial Economics**  
**Subject Code : MBEV1001**

**Date : 13.11.2024**  
**Class Test : I**  
**Duration : 1 Hr.**  
**Full Marks : 30**

**PART-A**

1. **Answer any four out of following questions.** (4 x 2 = 8)
- a) Define the concept of elasticity of demand? [CO1]
  - b) Explain two important causes of operation of law of demand. [CO1]
  - c) What is the statement of law of supply? [CO1]
  - d) From the following information find price elasticity of demand  
P = Rs20 Q = 10 Units  
P1 = Rs25 Q1 = 8Units [CO2]
  - e) What is cross elasticity of demand? [CO1]

**PART-B**

2. **Answer any two questions out of following** (2 x 6= 12)
- a) Explain the different types of elasticity of demand. [CO1]
  - b) Explain various exceptional cases of law of demand. [CO2]
  - c) Explain the various factors determining the supply. [CO2]

**PART-C**

3. **Answer any one out of following questions.** (1 x 10= 10)
- a) Explain various methods used for the measurement of price elasticity of demand. [CO1]
  - b) What is managerial economics? Explain the scope and importance of managerial economics. [CO1]

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**Semester : 1<sup>st</sup> MBA**

**Batch : 2024-26**

**Subject: Entrepreneurship & Legal Environment**

**Subject Code : MBEV1004**

**Date : 13.11.2024**

**Class Test : I**

**Duration : 1 Hr.**

**Full Marks : 30**

**PART-A**

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

- a) Define an entrepreneur? [CO-1]
- b) Write two differences between entrepreneur. Entrepreneurship & enterprise (Business unit) [CO1]
- c) Who is an Intraprenuer? [CO1]
- d) Who is an imitative entrepreneur? Give two examples. [CO1]

**PART-B**

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

- a) What are the 5 signals of a sick company? [CO2]
- b) Why is family succession important for family-run businesses in India? Provide 3 reasons. [CO2]
- c) What are process of Registration of Start up ? [CO2]

**PART-C**

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

- a) What is Industrial sickness? What causes of Industrial sickness? What are revival strategies of Governments, Banks, and other Institutions in India. [CO-2]
- b) Why did Entrepreneurship Development Institutes (EDI) in India fail? Where do talented individuals whether faculty or students go to learn entrepreneurship venture creation? [CO-3]

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**Semester : 1<sup>st</sup> MBA**

**Batch : 2024-26**

**Subject: Management Lessons from Ancient India**

**Subject Code : MBEV1005**

**Date : 13.11.2024**

**Class Test : I**

**Duration : 1 Hr.**

**Full Marks : 30**

**PART-A**

1. Answer any four out of following questions. (4 x 2 = 8)
- a) Define Dharma & Ethics with your own word. [CO1]
  - b) How does yoga relate to mind- body connection? [CO1]
  - c) What is Guru , Shishya Parampara in Indian Knowledge system? [CO2]
  - d) How does Indian knowledge systems view the interconnectedness of all living beings? [CO1]

**PART-B**

2. Answer any two questions out of following (2 x 6= 12)
- a) What strategic alliance is formed in the Ramayana and what management lesson does it teach? [CO3]
  - b) What are the key features of Indian Knowledge system, elaborate? [CO1]
  - c) What are the learning from Vedanta? Is it relevant in today context? Explain. [CO3]

**PART-C**

3. Answer any one out of following questions. (1 x 10= 10)
- a) Why do you think a study of ancient knowledge is relevant in contemporary time elaborate in your own word. [CO4]
  - b) What were the unique aspects of Sri Rama Leadership? Can it be applied in managing complex scenario of 21<sup>st</sup> century organization? What is your view? [CO2]

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