BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES, BHUBANESWAR

Semester : 4ᵗʰ MBA   **Date : 25.04.2024**
Batch : 2022-24   **Class Test : II**
Subject : Product & Branding Management   **Duration : 1 Hr.**
Subject Code : 18MBA402A   **Full Marks : 30**

PART-A

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

   a)   What is brand extension? CO2
   b)   What do you mean by brand association? CO2
   c)   Why is brand building important? CO2
   d)   Explain the meaning of brand equity. CO4
   e)   Define brand. CO2

PART-B

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

   a)   What is brand positioning? How is it developed? Explain. CO2
   b)   Explain the brand identity prism with appropriate examples. CO2
   c)   Explain the concept and significance of brand architecture with examples. CO3

PART-C

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

   a)   Highlight the importance of the following elements in building a brand:CO2
                  i.   Brand symbol
                 ii.   Brand logo
                iii.   Packaging
                 iv.   Slogans
   b)   Write a brief note on Brand life cycle with suitable examples. CO2

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Semester: 4th MBA Date : 25.04.2024
Batch: 2022-24 Class Test : II
Subject: Retail Management Duration : 1 Hr.
Subject Code: 18MBA401A Full Marks : 30

PART-A

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

    a) Mention few effective strategies for enhancing retail aesthetics.CO2
    b) How has technology impacted retail?CO1
    c) What are the most common types of retail sales promotions?CO3
    d) What is a key component of a successful retail market strategy?CO4
    e) What are the four primary elements of the retail promotion mix?CO3

PART-B

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

    a) What is the importance of retail location decisions?CO2
    b) How does retail aesthetics impact a customer's shopping experience?CO2
    c) What is visual merchandising?CO2

PART-C

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

    a) What are the key elements of effective store management, and how do they contribute to the success of a retail store?CO2
    b) In the age of e-commerce and online shopping, what roles does pricing strategies play in the retail industries?CO3

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Semester : 4ᵗʰ MBA   **Date : 25.04.2024**
Batch : 2022-24   **Class Test : II**
Subject: Team Dynamics at work   **Duration : 1 Hr.**
Subject Code : 18MBA401C   **Full Marks : 30**

PART-A

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

a) What do you understand by NGT? CO1

b) Why group think is considered as a problem in team decision making? CO3

c) What do you mean by group polarisation? CO1

d) Highlight the importance of team diversity? CO3

e) What do you mean by team culture? CO1

PART-B

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

a) What do you mean by power dynamics in team? Discuss the implication of different types of power in team. CO2

b) Discuss the classification of conflicts with suitable example. CO1

c) Why is creativity essential for team? Shed light on the benefits and problems of team creativity. CO3

PART-C

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

a) Do you believe conflict is inevitable? If so what measures will you suggest to solve or overcome conflict in a team? CO3

b) Do you believe team decision making is better over individual decision making? Justify your answer. Also highlight the applications of different team decision making techniques. CO2

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Semester : 4ᵗʰ MBA   **Date : 26.04.2024**
Batch : 2022-24   **Class Test : II**
Subject: B2B Marketing   **Duration : 1 Hr.**
Subject Code : 18MBA403A   **Full Marks : 30**

PART-A

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

   a)   What are the benefits of segmentation in B2B markets? CO1

   b)   On what criteria is targetting done in B2B markets? CO1

   c)   Why is positioning important in B2B markets? CO1

   d)   Why segmentation is done in B2B markets? CO1

   e)   What is the difference between tender and quotation? CO1

PART-B

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

   a)   What are the common segmentation criteria used in Business markets? Explain at least three criteria. CO2

   b)   On what basis do business companies create differential value in Business Markets? CO3

   c)   Briefly explain Reverse Auctions with example. CO2

PART-C

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

   a)   Mahindra Logistics is an important player in business markets. What core function does it carry out and how does it benefit the business customer? CO4

   b)   Explain the key aspects of distribution in business markets. Who are the players who are involved in distribution? CO4

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Semester: 4ᵗʰ MBA　　　　　　　　　　　**Date : 26.04.2024**
Batch: 2022-24　　　　　　　　　　　　**Class Test : II**
Subject: Behavioural Finance　　　　　　**Duration : 1 Hr.**
Subject Code: 18MBA402B　　　　　　　**Full Marks : 30**

PART-A

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

   a) Behavioral Finance tries to explain the ------and -------existing in the real world. (CO2)
   b) What is optimal portfolio? (C02)
   c) What is house money effect? (CO2)
   d) Explain the concept of regret in connection with investment decision making. (CO3)
   e) What is EMH? State its forms.(CO2)

PART-B

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

   a) The company announcement: successful sale of plant: 75 per cent of 1,000 jobs to be saved. The local newspaper headline: 250 jobs to go at processing plant. What is illustrated here? Describe the bais in details and ways to avoid it. (CO2)
   b) What are Ellsberg's paradoxes? (CO3)
   c) Explain the external factors influencing investor's behavior.(CO3)

PART-C

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

   a) Given the risk free rate is 12% and the expected return on the market portfolio is 18%. The following are the expected returns for 3 stocks with their betas.

Stock	Expected Return	Expected Beta
Stock A	19	1.5
Stock B	18.5	0.75
Stock C	22	1.4

   Based on the expectations, find out which stock is undervalued and which is overvalued?

   (CO3)

   b) Write Short notes on; (CO3)

       i.   Bubble Creation
       ii.   Fear and Greed in Financial Markets
       iii. Loss aversion Theory
       iv. Behavioral Finance as a science

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Semester: 4ᵗʰ MBA   **Date : 26.04.2024**
Batch: 2022-24   **Class Test : II**
Subject: Sourcing Management **Duration : 1 Hr.**
Subject Code: 18MBA402D   **Full Marks : 30**

PART-A

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

   a) Explain the concept of Green Sourcing? Give an example.   CO3

   b) Why do we do vendor rating in sourcing management?   CO3

   c) What is meant by supplier score card?   CO3

   d) What is EOQ?   CO4

   e) Enlist the steps involved in E-sourcing process.   CO4

PART-B

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

   a) Briefly explain the concept of E-Sourcing.   CO4

   b) Discuss the advantages and disadvantages of foreign exchange currency in brief.   CO2

   c) What do you mean by Learning Curve? Explain its uses and limitations.   CO4

   d) Explain the steps involved in supplier evaluation and selection process.   CO3

PART-C

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

   a) Why is it important for purchasing managers to understand the legal issues? Isn't that what lawyers are for?   .   CO3

   b) What is solicitation of bid or proposal? Explain the types of solicitation. Mentions the various methods of solicitation.   CO4

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Semester: 4ᵗʰ MBA   **Date : 26.04.2024**
Batch: 2022-24   **Class Test : II**
Subject: Industrial Legislations   **Duration : 1 Hr.**
Subject Code: 18MBA403C   **Full Marks : 30**

PART-A

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

   a)   What are the major objectives of Payment of Bonus Act 1965?   CO1

   b)   Define Industrial Disputes as per Industrial Disputes Act, 1947.   CO1

   c)   Why do workers join trade union?   CO1

   d)   What is ESI? Mention the year of amendment of ESI Act,1948.   CO1

   e)   Explain the term Minimum Wage.   CO1

PART-B

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

   a)   Explain briefly the procedure for registration of TU. CO1

   b)   What are the benefits provided by ESI Act, 1948? CO2

   c)   Illustrate how amount of contribution made by employer and employee under EPF Act 1952. CO2

PART-C

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

   a)   Define Bonus as per the Payment of Bonus Act 1965? "Bonus is a dynamic concept"-

   Comment. What are the salient features of the Payment of Bonus Act, 1965?   CO3

   b)   Briefly discuss the mechanism for settling industrial disputes with examples.   CO3

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Semester: 4ᵗʰ MBA   **Date: 27.04.2024**
Batch: 2022-24   **Class Test: II**
Subject: Business Taxation   **Duration: 1 Hr.**
Subject Code: 18MBA401B   **Full Marks: 30**

PART-A

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

   a) What is meant by Business u/s 28 of the IT Act?   CO3

   b) Explain the Annual Value of a house property.   CO3

   c) What do you mean by Bond Washing Transactions?   CO3

   d) Why India adopted the dual model of GST?   CO4

   e) What is the eligibility to avail Input Tax Credit?   CO4

PART-B

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

   a) Bring out the differences between the provisions u/s 54 and u/s 54F.   CO3
   b) What are the needs of GST in India?   CO4
   c) Explain the following terms: CO4
       i.   VAT
       ii. Composition Levy
       iii. CGST
       iv. IGST

PART-C

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

   a) State six incomes chargeable under the Income from Other Sources. Discuss the inadmissible expenses Under Section 57.   CO3

   b) Explain the concept of GST. Discuss various positive and negative impact of GST in India.   CO4

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Semester: 4th MBA   **Date: 27.04.2024**
Batch: 2022-24   **Class Test: II**
Subject: Management of Manufacturing System   **Duration: 1 Hr.**
Subject Code: 18MBA401D   **Full Marks: 30**

PART-A

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

   a) Define theory of constraints. CO1

   b) Define materials processing technologies? CO1

   c) What do you mean by Gantt chart? CO1

   d) Define Flexible Manufacturing System. CO1

   e) What is Kanban system? CO1

PART-B

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

   a) Briefly describe the Impact of Theory of Constraint (TOC) in Manufacturing Environment. CO2

   b) Briefly write down the function and objectives of Drum Buffer Methodology. CO3

   c) Write down different Scheduling Priority Rules with examples. CO2

PART-C

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

   a) Briefly describe Kanban System in Manufacturing Environment and differentiate between Pull & Push Kanban System. CO2

   b) Briefly write down about Flexible Manufacturing System (FMS) and explain the conceptual model of FMS along with applications. CO3

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Semester: 4ᵗʰ MBA   **Date: 27.04.2024**
Batch: 2022-24   **Class Test: II**
Subject: Mergers & Corporate Restructuring   **Duration: 1 Hr.**
Subject Code: 18MBA403B   **Full Marks: 30**

PART-A

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

   a) What are the purposes of mergers and acquisitions? CO2

   b) What do you mean by takeover? Give two examples of takeover. CO3

   c) Define corporate restructuring. CO4

   d) What is meant by refinancing and rescue financing in corporate restructuring? CO4

   e) Define downsizing and layoff program in the context of corporate restructuring. CO4

PART-B

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

   a) Discuss the strategic intent of the organization that motivates merger and acquisition. CO2

   b) Discuss the business signals that lead to the corporate restructuring. CO4

   c) Explain the techniques of corporate restructuring with suitable illustrations. CO4

PART-C

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

   a) Evaluate the impact of targeted stock offerings on corporate restructuring, considering both advantages and disadvantages. Support your answer with relevant examples. CO4

   b) Compare and contrast the different forms of takeovers, focusing on cross-border takeovers and their challenges. CO3

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Semester: 4ᵗʰ MBA   **Date: 27.04.2024**
Batch: 2022-24   **Class Test: II**
Subject: Operations Research Applications   **Duration: 1 Hr.**
Subject Code: 18MBA403D   **Full Marks: 30**

PART-A

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

   a) What is Zero-One Programming Problem? CO1

   b) Define the term reneging in Queuing Theory. CO1

   c) What is Nonlinear Programming Problem? CO1

   d) What is bin packing problem? CO1

   e) Define the term "stage" in Dynamic Programming Problem. CO1

PART-B

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

   a) Discuss two stage supply chain distribution problem. CO2

   b) Write short notes on the elements of queuing system.CO2

   c) Discuss vehicle routing problem. CO2

PART-C

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

   a) What is portfolio optimization problem? Explain with your own example. CO3

   b) Derive the mathematical formulation of transportation problem. Give an example. CO3

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Semester: 4ᵗʰ MBA   **Date: 27.04.2024**
Batch: 2022-24   **Class Test: II**
Subject: Strategy HRM   **Duration: 1 Hr.**
Subject Code: 18MBA402C   **Full Marks: 30**

PART-A

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

a) Why Alignment of HR Strategy with the Business Strategy is necessary?CO3

b) What do you understand by Green Culture?CO1

c) Why is Strategic Performance Management Important? CO2

d) Define Repatriation   CO1

e) Who are called as Parent-Country Nationals? CO1

PART-B

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

a) Define Polycentric. How is it different from ethnocentric? CO2

b) Explain the various Factors in selection of expatriates. CO3

c) Distinguish between domestic HRM and international HRM. CO2

PART-C

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

a) Explain Relationship between HPWP and organizational performance? CO2

b) What are the factors affecting International Human Resource Management? Discuss each one

of them. CO3

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