



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

**Semester : 4<sup>th</sup> IMBA**  
**Batch : 2022-27**  
**Subject : Organizational Behaviour**  
**Subject Code : 16IMN401**

**Date : 25.04.2024**  
**Class Test : II**  
**Duration : 1 Hr.**  
**Full Marks : 30**

**PART-A**

1. **Answer any four out of following questions.** (4 x 2 = 8)
- a) Define ABC Component of Attitude. CO2
  - b) Differentiate between Group and Team. CO1
  - c) What is Machiavellianism? CO2
  - d) What is Halo Effect? CO1
  - e) Explain the two types of Motivation. CO1

**PART-B**

2. **Answer any two questions out of following** (2 x 6 = 12)
- a) Write Short Notes on: CO2
    - i. Maslow's Need Hierarchy Theory
    - ii. Vroom's Expectancy Theory
  - b) Explain Tuckman's Five Stage Model of Group Development. CO2
  - c) Explain the different types of Formal and Informal Groups. CO1

**PART-C**

3. **Answer any one out of following questions.** (1 x 10 = 10)
- a) Define Team. Explain Team Effectiveness Model with diagram. CO4
  - b) Write Short Notes on: CO3
    - i. The Myers-Briggs Type Indicator
    - ii. Big Five Personality Model.

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**Semester: 4<sup>th</sup> IMBA**  
**Batch: 2022-27**  
**Subject: Marketing Management-I**  
**Subject Code: 16IMN402**

**Date : 25.04.2024**  
**Class Test : II**  
**Duration : 1 Hr.**  
**Full Marks : 30**

**PART-A**

1. Answer any four out of following questions. In 1-2 lines (4 x 2 = 8)
- a) Guerilla Marketing CO1
  - b) Green Marketing CO1
  - c) Positioning CO1
  - d) Marketing Myopia CO1
  - e) Who is this man? CO1



**PART-B**

2. Answer any two questions out of following (2 x 6 = 12)
- a) The mother of the house is a housewife; she loves watching TV when her husband and children go for work. She has been complaining that the present TV set at home is not working properly. She also says that the model is now an old one and that the family should own a new model. Who is who in the family CO1
    - i. Initiator:
    - ii. Influencer:
    - iii. Decider:
    - iv. Buyer:
    - v. User:
  - b) Differentiate between Organizational buying behaviour and Consumer buying behaviour CO1
  - c) What is high involvement and low involvement product? CO1

**PART-C**

3. Answer any one out of following questions. (1 x 10 = 10)
- a) Toyota was designing its Tundra Truck, but considerable inputs came not from designers but from FARMERS. A team of Toyota spent days of visiting different regions of US- horse farms, factories, construction sites, and more – to meet truck owners. They did not ask anything, but watched and observed them carefully at work. Through this the team, learned the ideal placement of gear shifter, the door knob and the radio knobs(buttons) needed to be extra-large because pickup owners often used gloves all day. Clearly no amount of discussions or brainstorming sessions could have revealed these minute but very important preferences. In the above mentioned caselet, what concept of marketing did the Toyota team study? Explain the five steps a consumer goes through before he purchases a product? CO1
  - b) Explain the four bases of Segmentation with examples. CO1



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**Semester : 4<sup>th</sup> IMBA  
Batch : 2022-27  
Subject: Company Law  
Subject Code : 16IMN403**

**Date : 25.04.2024  
Class Test : II  
Duration : 1 Hr.  
Full Marks : 30**

**PART-A**

- 1. Answer any four out of following questions. (4 x 2 = 8)**
- a) What is Corporate Veil? CO1
  - b) Who are the first directors of a company? CO2
  - c) Define Statutory Meeting. CO1
  - d) Define Promissory Note. CO1
  - e) Define Transfer & Transmission of Shares. CO1

**PART-B**

- 2. Answer any two questions out of following (2 x 6 = 12)**
- a) Explain the two modes of Winding Up of Companies. CO1
  - b) Define Negotiable Instrument? Explain the types of NI. CO2
  - c) What are the duties of Director? CO3
  - d) List the powers of Board of Directors. CO3

**PART-C**

- 3. Answer any one out of following questions. (1 x 10 = 10)**
- a) Define Insurance? What are the Principles of Insurance? CO1
  - b) Write Short note on Any two: - CO1
    - i. Special Resolution
    - ii. Classification of Companies
    - iii. Doctrine of Indoor Management.

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**Semester : 4<sup>th</sup> IMBA**

**Batch : 2022-27**

**Subject: Entrepreneurship & Small Business Management**

**Subject Code : 16IMN404**

**Date : 26.04.2024**

**Class Test : II**

**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 Entrepreneurial Skill? Co1
- b) What do you mean by Working Capital? CO1
- c) What is regulatory clearance of a new venture? CO2
- d) What is Entrepreneurial Motivation? CO2
- e) Define MSME. CO1

**PART-B**

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

- a) How you can formulate location of SSU? CO3
- b) Discuss the basic requirements of a business plan.CO2
- c) What are the Components of business plan? CO2
- d) What are the roles of family and society in Entrepreneurship? CO3

**PART-C**

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

- a) What are the steps in setting up a small scale industry? CO1
- b) Describe the important characteristics required for becoming a successful entrepreneur.  
CO2

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**Semester: 4<sup>th</sup> IMBA**  
**Batch: 2022-27**  
**Subject: Management Accounting**  
**Subject Code: 16IMN405**

**Date : 26.04.2024**  
**Class Test : II**  
**Duration : 1 Hr.**  
**Full Marks : 30**

**PART-A**

1. Answer any four out of following questions. (4 x 2 = 8)
- a) Give certain examples of techniques of cost reduction. CO3
  - b) What do you mean by Budgetary Control? CO3
  - c) What is Zero Base Budgeting? CO3
  - d) Name various sources of inflow of cash. CO4
  - e) What do you mean by Funds from Operation? CO4

**PART-B**

2. Answer any two questions out of following (2 x 6 = 12)
- a) Differentiate between Standard Costing and Budgetary Control. CO3
  - b) The standard materials required for producing 100 units is 120 kgs. A standard price of 0.50 paise per kg is fixed and 2,40,000 units were produced during the period. Actual materials purchased were 3,00,000 kgs. at a cost of Rs. 1,65,000. Calculate Material Variances. CO3
  - c) State the utility and limitations of Cash Flow Analysis. CO4

**PART-C**

3. Answer any one out of following questions. (1 x 10 = 10)
- a) Explain the concept of Cost Control and Cost Reduction. Bring out the differences between these two important aspects of a business. CO3
  - b) Calculate cash flow from operating activities from the following information. CO4

Particulars	2022 (Rs.)	2023 (Rs.)
Bills Receivable	20,000	25,000
Debtors	1,00,000	80,000
Outstanding Expenses	1,600	2,000
Creditors	50,000	40,000
Accrued Income	12,000	14,000
Bills Payable	80,000	50,000
Profit and Loss Account	1,00,000	3,60,000

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