



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

**Semester : 4th Sem. IMBA
Batch : 2023-28
Subject : Organisational Behaviour
Subject Code : 16IMN401**

**Date : 03.03.2025
Class Test – I
Duration : 1 Hr.
Full Marks : 30**

Section- A

- 1. Answer any four out of following questions. [4 x 2 = 8]**
- a. Define Organizational Behaviour. Explain how OB is a multidisciplinary subject. [CO1]
 - b. Explain how OB helps in analysing individual and group behaviour. [CO1]
 - c. What is Cognitive Dissonance theory? [CO2]
 - d. Explain the three components of Attitude. [CO2]
 - e. What is Locus of Control? State its two types. [CO1]

Section-B

- 2. Answer any two questions out of following [2 x 6= 12]**
- a. Relate “Job Satisfaction” and “Job Involvement” to job related attitudes. [CO2]
 - b. Explain the three different models of OB. [CO2]
 - c. Write short notes on: (a) Contingency Approach [CO1]
 - (b) Classical and Operant Conditioning. [CO1]

Section-C

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a. Explain the Evolution of OB in details. [CO1]
 - b. Write short notes on: (a) MBTI Personality Traits [CO3]
 - (b) Big Five Model of Personality Traits [CO3]

All the Best



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

**Semester : 4th Sem. IMBA
Batch : 2023-28
Subject : Marketing Management - I
Subject Code : 16IMN402**

**Date : 03.03.2025
Class Test – I
Duration : 1 Hr.
Full Marks : 30**

Section- A

1. Answer any four out of following questions. [4 x 2 = 8]
- a. What is Marketing? [CO1]
 - b. What is B2B market? Give an example [CO1]
 - c. What is Marketing Myopia? Give example [CO1]
 - d. What is the difference between satisfaction and delight? [CO1]
 - e. What is Meta Market? [CO1]

Section-B

2. Answer any two questions out of following [2 x 6= 12]
- a. Difference between Marketing and Selling? [CO1]
 - b. Explain the following concept; Production, Product, Selling, Marketing, Holistic [CO1]
 - c. What is need? Explain types of needs? [CO1]

Section-C

3. Answer any one out of following questions. [1 x 10= 10]
- a. What is the difference between need and demand? Explain any 5 demand types. [CO1]
 - b. What is a market? Explain Total market, Potential market, Available market, Qualified available market, Target market, Penetrated Market. [CO1]

All the Best



**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY
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Semester : 4th Sem. IMBA
Batch : 2023-28
Subject : Company Law
Subject Code : 16IMN403

Date : 03.03.2025
Class Test – I
Duration : 1 Hr.
Full Marks : 30

Section- A

1. Answer any four out of following questions. [4 x 2 = 8]
- a. Define Resolutions? [CO1]
 - b. What is Nominee Director? [CO1]
 - c. What do you mean by Annual General Meeting? [CO1]
 - d-What is doctrine of ultra Vires? [CO2]

Section-B

2. Answer any two questions out of following [2 x 6= 12]
- a. Write the difference between MOA and AOA? [CO2]
 - b. What is Allotment of Share and what the general principles regarding Allotment? [CO2]
 - c. What is Company? What are characteristics of a Company? [CO1]

Section-C

3. Answer any one out of following questions. [1 x 10= 10]
- a. What is Share Capital, also explain the types of Share Capital? [CO2]
 - b. Distinguish between Private and Public Company? [CO1]

All the Best



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

Semester : 4th Sem. IMBA
Batch : 2023-28
Subject : Management Accounting
Subject Code : 16IMN405

Date : 04.03.2025
Class Test – I
Duration : 1 Hr.
Full Marks : 30

Section- A

1. Answer any four out of following questions. [4 x 2 = 8]
- a. What do you understand by management accounting. [CO1]
 - b. Difference between job costing and batch costing. Give one example each [CO2]
 - c. Difference between cost accounting and management accounting. [CO1]
 - d. State two industries where process costing is used. [CO2]
 - e. Draw the graph of fixed, variable and semi-variable cost. [CO1]

Section-B

2. Answer any two questions out of following [2 x 6= 12]
- a. Explain the elements of cost in detail. [CO1]
 - b. Explain the techniques of costing. [CO2]
 - c. Find the Prime Cost, Works Cost, Cost of production, total Cost and profit from the following: - Direct Materials Rs.20000; Direct Labour Rs. 10000; Factory Expenses Rs. 7000; Administration Expenses Rs. 5000; Selling Expenses Rs. 7000 and Sales Rs.60,000. [CO1]

Section-C

3. Answer any one out of following questions. [1 x 10= 10]
- a. The information given below has been taken from the cost records of a factory in respect of Job No. 707:
Direct materials Rs 4010; Wages- Department A- 60 hours @ Rs 3 per hour; B- 40 hours @ Rs 2 per hour and C- 20 hours @ Rs 5 per hour. The variable overheads are as follows-Department A-Rs 5000 for 5000 hours; B- Rs 3000 for 1500 hours and C- Rs 2000 for 500 hours. Fixed expenses estimated at Rs 20,000 for Rs 10000 working hours. Calculate the cost of the Job No. 707 and the price for the Job to give a profit of 25% on the selling price. [CO2]
 - b. Explain FIFO and LIFO method. State its merits and demerits. [CO1]

All the Best



**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY
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Semester : 4th Sem. IMBA
Batch : 2023-28
Subject : Ent. & Small Business Management
Subject Code : 16IMN404

Date : 04.03.2025
Class Test – I
Duration : 1 Hr.
Full Marks : 30

Section- A

1. Answer any four out of following questions. [4 x 2 = 8]
- a) Are entrepreneurs “born or made”? Explain with an example. [CO1]
 - b) Who is an intrapreneur? Give two examples from corporate sector. [CO1]
 - c) Most successful entrepreneurs are highly motivated. Provide two reasons for entrepreneurial motivation? [CO1]
 - d) What is “Locus of Control”? [CO1]
 - e) What are different types of entrepreneurs? Mention four types. [CO1]

Section-B

2. Answer any two questions out of following [2 x 6= 12]
- a) Professional Managers play an important role in the organization’s future prosperity. Explain with a suitable example [CO2]
 - b) What is “Disruptive Innovation”? Explain with an example [CO2]
 - c) Entrepreneurs work in “an environment of ambiguity? Explain [CO3]

Section-C

3. Answer any one out of following questions. [1 x 10= 10]
- a) What is the meaning of a social entrepreneur? Why is it necessary for a social entrepreneur to adopt latest management principles like astute marketing, stable finances and committed workforce to succeed in his mission. Explain with an example. [CO3]
 - b) Organizational culture impacts productivity of employees and in turn impacts profits. Explain with an example. [CO4]

All the Best