



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

**Semester : 2nd Sem. IMBA
Batch : 2024-29
Subject : Basic Financial Accounting-II
Subject Code : IMPC1003**

**Date : 19.03.2025
Class Test : I
Duration : 1 Hr.
Full Marks : 30**

Section- A

1. Answer any four out of following questions. [4 x 2 = 8]
- a) Explain Buyback of share. [CO1]
 - b) What is share and share capital? [CO1]
 - c) Distinguish between Calls in Arrear and Calls in Advance. [CO1]
 - d) Define forfeiture of shares? [CO1]
 - e) What is debenture? [CO2]

Section-B

2. Answer any two questions out of following [2 x 6= 12]
- a) Explain the meaning and types of preference shares. [CO1]
 - b) Sony Co. Ltd. forfeited 100 equity shares of 10 each held by Niranjana for non-payment of first call of ₹2 per share and final call of ₹3 per share. These shares were reissued to Bapi at a discount of ₹3.50 per share. Pass the journal entries. [CO1]
 - c) Distinguish between share and debenture. [CO2]

Section-C

3. Answer any one out of following questions. [1 x 10= 10]
- a. Discuss the meaning, characteristics, advantages and disadvantages of Equity Shares. [CO1]
 - b. Moon Company Ltd. has issued 10,000 equity shares of ₹100 each at a premium of ₹10 per share, payable 20 on application, ₹50 on allotment (including premium), ₹20 on first call and ₹20 on second and final call. All the shares are subscribed and amounts are duly received. Pass the journal entries to give effect to these. [CO1]

All the Best



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

Semester : 2nd Sem. IMBA

Batch : 2024-29

Subject : Marketing Management-I

Subject Code : IMPC1004

Date : 19.03.2025

Class Test : I

Duration : 1 Hr.

Full Marks : 30

Section- A

1. **Answer any four out of following questions.** [4 x 2 = 8]
- a. Explain customer delight? [CO1]
 - b. Define marketing. [CO1]
 - c. What is marketing myopia? [CO1]
 - d. What is meant by market share? [CO1]
 - e. Explain B2B and B2C marketing. [CO1]

Section-B

2. **Answer any two questions out of following** [2 x 6= 12]
- a. Differentiate between marketing and selling. [CO1]
 - b. Explain the Bottom of the Pyramid concept. [CO2]
 - c. Describe four utilities of marketing with suitable examples. [CO1]

Section-C

3. **Answer any one out of following questions.** [1 x 10= 10]
- a. Explain the production concept, product concept, selling concept and marketing concept using suitable examples. [CO1]
 - b. You are hired as a marketing consultant for a start-up selling organic skincare products online. How should the company design its marketing mix to build a strong customer base? Discuss each of the 4Ps with practical examples. [CO2]

All the Best



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

Semester : 2nd Sem. IMBA
Batch : 2024-29
Subject : Quantitative Methods-I
Subject Code : IMQT1002

Date : 20.03.2025
Class Test : I
Duration : 1 Hr.
Full Marks : 30

Section- A

1. Answer any four out of following questions. [4 x 2 = 8]
- Define LPP. [CO1]
 - What do you mean by feasible region? [CO1]
 - Define Degeneracy in Transportation Problem. [CO1]
 - State the types of solutions in graphical method in LPP. [CO1]
 - Explain unbalanced Transportation problem. How can we balance a TP ? [CO2]

Section-B

2. Answer any two questions out of following [2 x 6= 12]
- Write down the different steps involved in graphical method to solve a LPP. [CO2]
 - Solve the TP using NWCR [CO3]

		Destinations				
Source		D1	D2	D3	D4	Supply
	A	6	4	1	5	14
	B	8	9	2	7	16
	C	4	3	6	2	5
	Demand	6	10	15	4	

- A paper mills produces two grades of paper namely X and Y. Because of raw material restrictions, it cannot produce more than 400 tons of grade X and 300 tons of grade Y in a week. There are 160 production hours in a week. It requires 0.2 and 0.2 hours to produce a ton products X and Y respectively with corresponding profits of Rs 200 and Rs 500 per ton. Formulate the above as a LPP to maximize profit and find the optimum product mix. [CO3]

Section-C

3. Answer any one out of following questions. 1 [1 x 10= 10]
- Solve the following LPP using Graphical method [CO3]

$$\text{Minimize } Z = 20X + 10Y$$

St constraints

$$X + 2Y \leq 40$$

$$3X + Y \geq 30$$

$$4X + 3Y \geq 60$$

$$X, Y \geq 0$$

- Solve the following TP using VAM [CO3]

		Destinations				
Source		D1	D2	D3	D4	Supply
	A	21	16	25	13	11
	B	17	18	14	23	13
	C	32	17	18	41	19
	Demand	6	10	12	15	

All the Best



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

**Semester : 2nd Sem. IMBA
Batch : 2024-29
Subject : Social Psychology
Subject Code : IMEV1004**

**Date : 20.03.2025
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 Psychology as a science of consciousness? [CO1]
 - b. What is counselling psychology? [CO1]
 - c. Write five lines about industrial psychology? [CO1]
 - d. What is introspective method? [CO1]
 - e. Explain, Watson defined psychology as the science of behavior? [CO2]

Section-B

2. Answer any two questions out of following [2 x 6= 12]
- a. Discuss the nature and scope of psychology? [CO1]
 - b. Differentiate between a psychologist and a psychiatrist? [CO2]

Section-C

3. Answer any one out of following questions. [1 x 10= 10]
- a. In terms of helping solve an important social problem such as crime, which branch of psychology do you think is most suitable. Identify the field and discuss the concerns of the psychologists working in this field. [CO2]
 - b. How can knowledge of the field of environmental psychology be used to promote environment friendly behaviour. [CO2]

All the Best



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

**Semester : 2nd Sem. IMBA
Batch : 2024-29
Subject : Business Communication
Subject Code : IMEV1003**

**Date : 19.03.2025
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 are the advantages of using printed forms for reports? [CO1]
 - b) Why is the subject line of an e-mail important? [CO1]
 - c) What is a persuasive letter? Mention the four steps one should follow in a persuasive message. [CO1]
 - d) List the basic parts of a memo in the right order. [CO1]
 - e) What is an enclosure? If you have an enclosure, where and how would you mention it in your letter? [CO1]

Section-B

2. Answer any two questions out of following [2 x 6= 12]
- a) Briefly discuss the advantages and drawbacks of e-mail. [CO1]
 - b) Explain the features of a good business report. [CO1]
 - c) "The writing process consists of five distinct phases of activities." Describe them briefly. [CO1]

Section-C

3. Answer any one out of following questions. [1 x 10= 10]
- (a) Suppose you are working as Sales Manager in PIAGGIO, an auto manufacturing company. The Managing Director of the company has requested you to prepare a report on the reasons for the decline in sales of three-wheeler autos in the past one year. Write the report including the following parts: Title, Terms of Reference, Procedure, Findings, Conclusions, and Recommendations, apart from the other usual elements of form. [CO1]
 - (b) Answer both (i) and (ii).
 - (i) As the HR Manager of Alpha Beta Digital, Bangalore, draft a memo to be sent to all staff regarding a new Employees' Health Scheme to be implemented with effect from 1st of April, 2025. [CO1]
 - (ii) A customer has purchased a mobile phone of your company where you work as the Sales Manager. She has sent you a letter of complaint, indicating that the mobile phone has manufacturing defects. Write a letter of adjustment, responding appropriately to her complaint. [CO1]

All the Best