



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

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

**Date : 15.04.2025  
Class Test : II  
Duration : 1 Hr.  
Full Marks : 30**

**Section- A**

1. Answer any four out of following questions. [4 x 2 = 8]
- a. Discuss the factors on which work team development depends. [CO1]
  - b. Explain Sensing Versus Intuitive Personality trait among employees. [CO3]
  - c. What is Perceptual Selectivity? [CO3]
  - d. Differentiate between Hygiene factors and motivators. [CO2]
  - e. Explain how Synergy Effect in organizational teams is responsible for team effectiveness. [CO4]

**Section-B**

2. Answer any two questions out of following [2 x 6= 12]
- a. How does emotional intelligence improve workplace Harmony? [CO3]
  - b. Discuss the different personality traits of MBTI Model. Highlight the demerit of Big 5. Personality trait model which was reduced by MBTI Model. [CO3]
  - c. Write Short notes on: (1) Vroom's Expectancy Theory [CO2]  
(2) Alderfer's ERG theory

**Section-C**

3. Answer any one out of following questions. [1 x 10= 10]
- a. Explain the process of Group development. Elaborate the different types of Functional and Cross-functional Teams in an organization. [CO2]
  - b. Differentiate between Team and Group. Explain the Team Effectiveness Model. [CO4]

*All the Best*



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

**Date : 15.04.2025  
Class Test : II  
Duration : 1 Hr.  
Full Marks : 30**

**Section- A**

1. Answer any four out of following questions. [4 x 2 = 8]
- a. Define Up selling? [CO2]
  - b. Explain Bottom of pyramid concept? [CO2]
  - c. What is 80:20 principle? [CO2]
  - d. What is Niche market? [CO2]
  - e. Enumerate Psychographic segmentation ? [CO2]

**Section-B**

2. Answer any two questions out of following [2 x 6= 12]
- a. Discuss the need for analysing Marketing Environment. Explain DPESTEL analysis. [CO2]
  - b. Outline Marketing Mix. Give examples for each component of the Marketing Mix to illustrate your answer. [CO2]
  - c. Elaborate 4 As of Marketing [CO2]

**Section-C**

3. Answer any one out of following questions. [1 x 10= 10]
- a. What is Segmentation? Explain demographic segmentation strategy? [CO3]
  - b. Define is positioning? Explain the errors in positioning. [CO3]

*All the Best*



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**Semester : 4<sup>th</sup> Sem. IMBA  
Batch : 2023-28  
Subject : Company Law  
Subject Code : 16IMN403**

**Date : 15.04.2025  
Class Test : II  
Duration : 1 Hr.  
Full Marks : 30**

**Section- A**

1. Answer any four out of following questions. [4 x 2 = 8]
- a. Who are first directors of company ? [CO2]
  - b. Define bills of exchange. [CO1]
  - c. Can a body corporate be a director of a company ? If yes when? If not why ? [CO2]
  - d. What do you mean by winding up of a company? [CO1]

**Section-B**

2. Answer any two questions out of following [2 x 6= 12]
- a. Who is holder in due course and what are it's legal rights? [CO2]
  - b. Distinguish between Special resolution & ordinary Resolution. [CO2]
  - c. What are the characteristics of negotiable instruments? [CO1]

**Section-C**

3. Answer any one out of following questions. [1 x 10= 10]
- a. What are the modes of discharge of negotiable instruments? [CO3]
  - b. Explain corporate veil. Discuss the circumstances under which the veil can be lifted. [CO2]

*All the Best*





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**Semester : 4<sup>th</sup> Sem. IMBA  
Batch : 2023-28  
Subject : Ent. & Small Business Management  
Subject Code : 16IMN404**

**Date : 16.04.2025  
Class Test : II  
Duration : 1 Hr.  
Full Marks : 30**

**Section - A**

1. Answer any four out of following questions. [4 x 2 = 8]
- a. What are the two core differences between Traditional and Startups entrepreneurs? [CO1]
  - b. What is the AIDA principle in marketing? [CO1]
  - c. Mention the three social media apps of Meta. [CO1]
  - e. Name two pricing strategies for small entrepreneurs [CO1]
  - e. What is full form of FSSAI? [CO1]

**Section - B**

2. Answer any two questions out of following [2 x 6= 12]
- a. What services do Incubator Centres provide? Explain 4 services provided by them. [CO2]
  - b. Explain the importance of segmentation for a small entrepreneur. [CO2]
  - c. What is Locus of Control? Explain it with an example. [CO3]

**Section - C**

3. Answer any one out of following questions. [1 x 10= 10]
- a. What institutional support does a Small-Scale Enterprises receive for Exports from the Government [CO3]
  - b. Why is Working Capital Management important for MSME? Explain the concept with an example. [CO4]

*All the Best*



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

**Batch : 2023-28**

**Subject : Management Accounting**

**Subject Code : 16IMN405**

**Date : 16.04.2025**

**Class Test : II**

**Duration : 1 Hr.**

**Full Marks : 30**

**Section- A**

1. Answer any four out of following questions. [4 x 2 = 8]
- a. What is material cost variance. [CO3]
  - b. Name various sources of inflow of cash. [CO4]
  - c. What is batch costing and where it is used? [CO2]
  - d. Explain contribution. [CO3]
  - e. What is CVP analysis? [CO3]

**Section-B**

2. Answer any two questions out of following [2 x 6 = 12]
- a. What are the effects of labour turnover on cost of production? [CO3]
  - b. Explain EOQ? Methods of computing EOQ with the help of graph. [CO3]
  - c. From the following particulars you are required to calculate P/V ratio; Breakeven point and Margin of Safety at this level. Where sales Rs 60,000, variable cost Rs 30,000, fixed cost Rs 15,000. Also calculate the effect of 10% increase in sales price. [CO3]

**Section-C**

3. Answer any one out of following questions. [1 x 10 = 10]
- a. A product passes through three distinct processes to completion. These processes are numbered respectively, 1, 2 and 3. During the week ended 31 st Jan, 1000 units are produced. The following information is obtained: [CO2]

	Process 1	Process 2	Process 3
Materials	6000	3000	2000
Labour	5000	4000	5000
Direct expenses	1000	200	1000

The indirect expenses for the period were Rs 2800 apportioned to the processes on the basis of labour cost. Prepare, process accounts showing total cost and cost per unit.

- b. How does cash flow statement differ from a fund flow statement? [CO4]

*All the Best*