



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

Semester : 5th Sem. IMBA
Batch : 2023-28
Subject : Financial Management-I
Subject Code : 16IMN501

Date : 08.09.2025
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 Wealth Maximization [CO1]
 - b) What is NIFTY [CO2]
 - c) Conventional Cash Flow Pattern [CO2]
 - d) Define Pay Back Period [CO2]
 - e) Define NPV [CO2]

Section-B

- 2. Answer any two questions out of following [2 x 6= 12]**
- a) What is the relevance of Time Value of Money in financial decision making? [CO1]
 - b) Write a Short note on Call Money as an instrument of Money Market. [CO2]
 - c) Write a short note on Accounting Rate of Return Method as a technique of Capital Budgeting. [CO2]

Section-C

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a) Explain in detail about the Money Market and its instruments. [CO2]
 - b) XYZ Limited is considering two mutually exclusive projects. The after tax cash flows associated with these projects are given below:

Year	Project A	Project B
0	Rs.1,00,000	Rs.1,00,000
1	Rs.32,000	0
2	Rs.32,000	0
3	Rs.32,000	0
4	Rs.32,000	0
5	Rs.32,000	Rs.2,00,000

The required rate of return on those projects is 11%.

What is each projects Net Present Value? Which project should be accepted? Why?

PVIFA 11%, 5Years = 3.696

PVIF at 11% for 1st , 2nd, 3rd, 4th and 5th years are 0.901, 0.812, 0.731, 0.659 and 0.593 respectively. [CO2]

All the Best



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**Semester : 5th Sem. IMBA
Batch : 2023-28
Subject : Marketing Management-II
Subject Code : 16IMN502**

**Date : 08.09.2025
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 meant by ingredient branding? Give an example. [CO4]
 - b. Distinguish between fashion and fad. [CO1]
 - c. What is understood by “concept” in New Product Development? [CO1]
 - d. State the meaning of “Brand Equity”. [CO4]
 - e. Elaborate the meaning of line filling and line modernization with suitable examples. [CO1]

Section-B

- 2. Answer any two questions out of following [2 x 6= 12]**
- a. Discuss the five product levels given by Philip Kotler with examples. [CO1]
 - b. Explain the marketing strategies to be adopted in the four stages of the Product Life Cycle. [CO1]
 - c. Discuss the classification of consumer goods. [CO1]

Section-C

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a. Discuss the concept of packing and labelling in marketing. How do effective packaging and labelling contribute to brand differentiation, consumer trust and loyalty? [CO1]

b. Caselet: Nestlé India noticed a growing trend among urban millennials for healthier snacking options. To capture this market, the company initiated a New Product Development (NPD) process. The idea was to launch a “protein-rich snack bar” under the Maggi brand name, known mostly for noodles. After screening the idea, Nestlé conducted market research which showed high demand for on-the-go nutritious snacks. Prototypes were developed and tested with consumers, who suggested reducing sugar content and adding more nuts. Nestlé modified the recipe and launched “Maggi Nutri-Bar” in select metro cities with aggressive promotional campaigns. However, the company faced challenges in distribution, as retailers were unsure whether to stock it with biscuits, chocolates, or health products.

Identify and explain the stages of New Product Development (NPD) followed by Nestle in the above caselet. [CO1]



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**Semester : 5th Sem. IMBA
Batch : 2023-28
Subject : Employee Legislations
Subject Code : 16IMN505**

**Date : 08.09.2025
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 Golden handshake? Give an example [CO1]
 - b) Define cost of living index number [CO1]
 - c) The minimum wage fixed by the government is ₹350 for unskilled workers and ₹500 for skilled workers. Can his employer pay a skilled worker only ₹350, saying “everyone here gets the same” ? [CO3]
 - d) Ravi earns ₹10,000 per month. His employer wants to deduct ₹3,000 for damages to company property. Can his employer deduct this amount? [CO3]
 - e) Define employed person as per Payment of Wage Act? CO1

Section-B

- 2. Answer any two questions out of following [2 x 6= 12]**
- a) What is Voluntary Retirement Scheme (VRS)? How does it differ from a Golden Handshake? Explain with suitable examples. [CO3]
 - b) Highlight the obligations of employer under Minimum Wage Act 1948. [CO1]
 - c) Discuss various deductions under Payment of Wage Act? [CO1]

Section-C

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a) “Timely payment of wages and protection against unauthorized deductions are the two pillars of the Payment of Wages Act, 1936”. Give your comment on this statement with suitable examples. [CO3]
 - b) Explain the historical background of labour laws in India. [CO1]



**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY
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Semester : 5th Sem. IMBA
Batch : 2023-28
Subject : Operations Management-I
Subject Code : 16IMN503

Date : 09.09.2025
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 mean by Operation Management in service industry? [CO1]
 - b) Write-down the different phases of process technology life cycle. [CO2]
 - c) Define forecasting time horizon. [CO1]
 - d) What is mass production and continuous production? [CO2]
 - e) Define Delphi Method. Write the two applications of it. [CO2]

Section-B

2. Answer any two questions out of following [2 x 6= 12]
- a) What are the factors affects production and operation management? Explain with suitable example. [CO2]
 - b) Briefly explain the importance of production function in manufacturing industries. [CO2]
 - c) The table shows the monthly demand over 6 month period for a product. [CO2]

Month	1	2	3	4	5	6	7
Demand	125	140	120	140	122	138	??

- (i) Determine the forecast of demand for the 7th month using 3 month simple moving average method.
- (ii) If the weightage given for the demand for 6th, 5th and 4th months are 0.3, 0.4 and 0.3 respectively, determine the forecast of demand for the 7th month using weighted moving average method.

Section-C

3. Answer any one out of following questions. [1 x 10= 10]
- a) Using Exponential Smoothing Techniques, calculate the sales forecast for the 12th year, where $\alpha = 0.6$. [CO2]

Year	1	2	3	4	5	6	7	8	9	10	11
Sales	22	18	26	32	27	39	22	24	28	36	30

- b. Differentiate between Product and Service. Briefly explain the modern production and operation function along with the evolution of production function with suitable industry examples. [CO2]

All the Best



**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY
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Semester : 5th Sem. IMBA
Batch : 2023-28
Subject : Human Resource Management-I
Subject Code : 16IMN504

Date : 09.09.2025
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 HRM. [CO1]
 - b) What are the managerial functions of management? [CO1]
 - c) Why outsourcing is required in the organisation? [CO1]
 - d) What is X & Y Theory? [CO1]
 - e) How green HRM can be considered as recent trends in the organisation. [CO1]

Section-B

- 2. Answer any two questions out of following [2 x 6= 12]**
- a) What are the different types of interviews? [CO1]
 - b) Why HRM is required in any organization? [CO1]
 - c) How recruitment is different from selection? [CO1]

Section-C

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a) Discuss the evolution of HRM, mentioning the major contributors in the development of Human Resource Management. [CO1]
 - b) Explain the process of Procurement and its importance in the Organization. [CO2]

All the Best