



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

Semester : 7th Sem. IMBA

Batch : 2022-27

Subject : Banking & Insurance Management

Subject Code : 16IMN702

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. Define small bank. [CO1]
 - b. Distinguish between NEFT and RTGS. [CO1]
 - c. Define the term “bank” and its primary purpose. [CO1]
 - d. What is demand deposit. [CO1]
 - e. Distinguish between commercial bank and cooperative banks. [CO1]

Section-B

- 2. Answer any two questions out of following [2 x 6= 12]**
- a. Describe the main functions of commercial banks in India. [CO1]
 - b. Interpret the importance of mobile banking and internet banking services. [CO1]
 - c. Explain the concept of retail banking and list some common retail banking products. [CO1]

Section-C

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a. Discuss the structure of the banking system in India and the roles of different types of banks, such as commercial banks, cooperative banks, and development banks. [CO1]
 - b. Explain the various products and services offered by banks, including loan products, deposit products, and value-added services. [CO1]

All the Best



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**Semester : 7th Sem. IMBA
Batch : 2022-27
Subject : Corporate Strategy
Subject Code : 16IMN705**

**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 the purpose of formation of S B U? [CO2]
 - b) What is meant by Strategic Group? Give an example. [CO1]
 - c) What are the advantages of a Strategic Alliance? [CO2]
 - d) Give industry examples of Forward Integration and Backward Integration. Why are the terms Forward and Backward used to describe this? [CO3]
 - e) What is meant by Diversification in the Ansoff matrix? Give an example. [CO2]

Section-B

- 2. Answer any two questions out of following [2 x 6= 12]**
- a) State the various strategic means for achieving sustainable competitive advantage, with a few industry examples. [CO1]
 - b) What is a Cash Cow? Explain how GE 9 cell matrix is a notable improvement over the BCG matrix. [CO3]
 - c) What is the difference between Micro and Macro in external environment variables? Support with examples. [CO2]

Section-C

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a) Describe the Strategic Management Process with all the stages in proper sequence. Support with as much industry examples as possible. [CO3]
 - b) Explain Porter's Five forces framework and highlight on how it helps in corporate strategy. [CO4]

All the Best



**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY
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Semester : 7th Sem. IMBA
Batch : 2022-27
Subject : Fundamentals of ERP
Subject Code : 16IMN701

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) Write the benefits of ERP. [CO1]
 - b) What are the disadvantages of ERP? [CO1]
 - c) List out the worldwide brands of ERP software companies. [CO1]
 - d) What is Data Mining? [CO2]
 - e) List out the types of Operations in OLAP? [CO2]

Section-B

- 2. Answer any two questions out of following [2 x 6= 12]**
- a) Difference between ERP system and Traditional Information System. [CO1]
 - b) Describe the Evolution of ERP. [CO1]
 - c) Differentiate between MRP and MRP II. [CO1]

Section-C

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a) What is Business Process Reengineering? Write the challenges in BPR. [CO2]
 - b) What is the need of ERP system? Explain the characteristic of ERP system. [CO1]

All the Best



**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY
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**Semester : 7th Sem. IMBA
Batch : 2022-27
Subject : Managerial Economics
Subject Code : 16IMN703**

**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 is Isoquant? [CO2]
 - b) What are the objectives of the firm? [CO1]
 - c) What is the law of diminishing MRTSLK? [CO2]
 - d) What are the types of price elasticity of demand? [CO1]
 - e) Write any two relationship between AR and MR. [CO1]

Section-B

- 2. Answer any two questions out of following [2 x 6= 12]**
- a) Discuss the properties of Isoquant. [CO2]
 - b) What are the scopes of Managerial Economics? [CO1]
 - c) Discuss the different cost concepts. [CO1]

Section-C

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a) Explain producer's equilibrium by using cost minimization approach and output maximization approach. [CO2]
 - b) Explain profit maximization by using TR, TC and MR, MC. [CO1]

All the Best



**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY
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Semester : 7th Sem. IMBA
Batch : 2022-27
Subject : International Business
Subject Code : 16IMN704

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. Briefly explain Theory of Mercantilism? [CO2]
 - b. What is Totalitarianism. Give one example. [CO1]
 - c. Write down the concept of TRIPS? [CO2]
 - d. What is Transnational corporation? [CO1]
 - e. Explain buy-back agreement. [CO2]

Section-B

- 2. Answer any two questions out of following [2 x 6= 12]**
- a. Elaborate Hecksher-Ohlin theory of International trade. Write down the limitations of this theory. [CO2]
 - b. Explain the EPRG approach in international business [CO1]
 - c. Write the difference between Domestic and International Business. [CO1]

Section-C

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a. Starbucks' Entry into India:**
Starbucks, the global coffeehouse giant, operates in more than 80 countries. However, its entry into India in 2012 was a strategic decision, given India's strong tea culture and emerging coffee consumption market. Starbucks entered India through a joint venture (JV) with Tata Global Beverages, forming Tata Starbucks Ltd. (50:50 partnership). This allowed Starbucks to leverage Tata's deep local knowledge, supply chain expertise, and brand credibility in India.

Key Factors Influencing the Entry Mode

- 1. Regulatory Environment – India's FDI policy in single-brand retail required partnerships.
- 2. Cultural Factors – Need for local adaptation of products (e.g., masala chai, filter coffee).
- 3. Risk Sharing – JV reduced operational and political risks.
- 4. Supply Chain – Tata group's expertise in tea, coffee plantations, and logistics supported Starbucks.

Challenges Faced

- Competing with entrenched players like Café Coffee Day.
- Changing consumer habits from tea to coffee.
- Maintaining premium pricing in a price-sensitive market.

Outcomes

- Starbucks successfully expanded to 400+ stores across India (as of 2025).
- It is positioned as a premium lifestyle brand rather than just a coffee seller.
- The JV model proved effective in balancing global brand image with local adaptation.

Why did Starbucks prefer a joint venture over franchising or wholly owned subsidiary? If Starbucks had entered India via franchising, what could have been the possible advantages and risks? [CO1]

- b. Explain Michael Porter's diamond for competitive advantage for any nation. Write suitable examples. [CO2]