



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

**Semester : 7<sup>th</sup> Sem. IMBA**

**Batch : 2022-27**

**Subject : Banking & Insurance Management**

**Subject Code : 16IMN702**

**Date : 07.11.2025**

**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 re-insurance. [CO3]
  - b. What is the principle of subrogation [CO3]
  - c. What do you mean by actuarial services? [CO3]
  - d. What is the difference between life insurance and general insurance. [CO3]
  - e. Define pure risk. [CO4]

**Section-B**

- 2. Answer any two questions out of following [2 x 6= 12]**
- a. Describe the concept of risk management in insurance. How insurers assess risks. [CO4]
  - b. Explain the types of insurance policies available for individuals and businesses in the general insurance category. [CO3]
  - c. Explain the difference between term insurance and whole life insurance policies. [CO3]

**Section-C**

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a. Analyze the role of insurance in risk management, covering key principles such as risk pooling, underwriting and diversification. [CO4]
  - b. Discuss the legal and regulatory framework governing the insurance industry in India, focussing on key acts, such as IRDAI Act and the Insurance Act. [CO3]

*All the Best*



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

**Date : 07.11.2025**  
**Class Test : II**  
**Duration : 1 Hr.**  
**Full Marks : 30**

**Section- A**

- 1. Answer any four out of following questions. [4 x 2 = 8]**
- a) Differentiate between cost leadership and differentiation strategy. [CO4]
  - b) Differentiate between Concentric Diversification and Conglomerate Diversification. [CO2]
  - c) What are the Hard elements and Soft elements in McKinsey's 7S framework? Present the frame work diagram. [CO2]
  - d) "Strategy determines Structure and Structure impacts Strategy." Briefly explain what does it mean? [CO3]
  - e) How is "Threat of Substitute" different from "Threat of New Entrant"? [CO3]

**Section-B**

- 2. Answer any two questions out of following [2 x 6= 12]**
- a) Explain the concept of Sustainable Competitive Advantage. What steps can a firm take to achieve it? [CO3]
  - b) Explain the meaning of Politics, Power and Conflict in the context of Corporate Strategy. [CO3]
  - c) Relate Strategic Alliance, with industry examples. [CO2]

**Section-C**

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a) Discuss the generic strategic alternatives of stability, expansion, and retrenchment. In what scenarios would each be most appropriate? Provide real-world examples. [CO3]
  - b) How is Balance Score Card useful for the strategic management process? Support with relevant industry examples to explain in details. [CO4]

*All the Best*



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**Semester : 7<sup>th</sup> Sem. IMBA**  
**Batch : 2022-27**  
**Subject : Fundamentals of ERP**  
**Subject Code : 16IMN701**

**Date : 06.11.2025**  
**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 disadvantages of ERP System? [CO3]
  - b) What is PEOPLE SOFT? [CO3]
  - c) What is BAAN IV? [CO3]
  - d) Discuss the role of managers in the process of ERP system implementation. [CO4]
  - e) Identify the factors to consider when selecting an ERP package. [CO4]

**Section-B**

- 2. Answer any two questions out of following [2 x 6= 12]**
- a) Describe the Three-Tier SAP R/3 structure. [CO3]
  - b) Write the procurement process of ERP packages. [CO4]
  - c) Explain the basic principle of Supply Chain Management. [CO5]

**Section-C**

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a) Write the role of Consultants, Venders and Users in ERP implementation. [CO4]
  - b) Describe the ERP implementation methodology and post implementation issues in detail. [CO4]

*All the Best*



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**Semester : 7<sup>th</sup> Sem. IMBA  
Batch : 2022-27  
Subject : Managerial Economics  
Subject Code : 16IMN703**

**Date : 06.11.2025  
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 Monopoly. [CO3]
  - b) State the Iso-cost line. [CO2]
  - c) Narrate the Law of Return to Scale. [CO2]
  - d) Write a short note on MRTSLK. [CO2]
  - e) What is Duopoly? [CO3]

**Section-B**

- 2. Answer any two questions out of following [2 x 6= 12]**
- a) Discuss the three stages in the Law of Variable Proportion. [CO2]
  - b) Explain the features of Monopolistic Competition. [CO3]
  - c) How the equilibrium price and output will be determined in Kinked Demand Curve Model? [CO3]

**Section-C**

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a) Diagrammatically explain the short-run and long-run equilibrium of the firm under Perfect Competition. [CO3]
  - b) Briefly explain the short-run and long-run equilibrium of the firm under Monopolistic Competition. [CO3]

*All the Best*



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**Semester : 7<sup>th</sup> Sem. IMBA**  
**Batch : 2022-27**  
**Subject : International Business**  
**Subject Code : 16IMN704**

**Date : 06.11.2025**  
**Class Test : II**  
**Duration : 1 Hr.**  
**Full Marks : 30**

**Section- A**

- 1. Answer any four out of following questions. [4 x 2 = 8]**
- a) Explain preferential trading area with suitable example? [CO3]
  - b) Write briefly about customs union with one example? [CO3]
  - c) What are the elements of porter's generic strategy? [CO4]
  - d) Distinguish between Green field and Brown field investment? [CO4]
  - e) What is meant by "make or buy" decision? [CO3]

**Section-B**

- 2. Answer any two questions out of following [2 x 6= 12]**
- a. Elaborate Uruguay round of discussion. [CO1]
  - b. What is regional trade block? Write the objective and types of regional trade block. [CO2]
  - c. Explain the concept of foreign exchange risk and methods of managing it. [CO4]

**Section-C**

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a. What are the different instruments to create trade barriers? Explain various types of tariff and non- tariff trade barriers. [CO3]
  - b. How WTO is different from GATT? Explain the function and organisation structure of WTO. [CO1]

*All the Best*