

**MPOB**  
**SURPRISE TEST**  
**MBA 1<sup>st</sup> Semester, Sec-C**

**Name:**

**Registration No:**

**Answer all the questions**

**FM: 10\*1**

**1. OB focuses at 3 Levels.**

- a) Individuals, Organisation, Society
- b) Society, Organisation, Nation
- c) Employee, Employer, Management
- d) Individual, Groups, Organisation

**2. \_\_\_\_\_ embodies a team concept, is based on the principle of mutual contribution by employer and employees**

- a) Autocratic model
- b) Custodial model
- c) Supportive Model
- d) Collegial Model

**3. Forces affecting Organizational Behaviour are.....**

- a) People
- b) Environment
- c) Technology
- d) All of the above

**4. Which of the following best explains why an employee behaves as s/he does?**

- a) The environment is the most important consideration in understanding individual employee behavior.
- b) Both the environment and individual differences are important considerations in understanding individual employee behavior.
- c) Neither the environment nor individual differences are important considerations in understanding individual employee behavior.
- d) The environment primarily dictates employees' personality and attitudes.

**5. \_\_\_\_\_ is not a capability of an employee having Positive attitude**

- a) Focus
- b) b) creativity
- c) c) Pessimism
- a) d) Confidence

6. \_\_\_\_\_ theory emphasis that, unsatisfied need can influence the behavior satisfied one will not act as a motivator.
- a) Maslow Theory
  - b) Herzberg's Theory
  - c) Expectancy theory
  - d) Alderfer's ERG theory
7. The attitude based on the concept that "every individual will have an Intention to react in a certain way toward something is "under \_\_\_\_\_ component of Attitude.
- a) Behavioral
  - b) Cognitive
  - c) Affective
  - d) Positive
8. Psychological process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment is definition of -----
- a) Attitude
  - b) Thinking
  - c) Perception
  - d) Personality
9. Putting people into a convenient group on basis of some characteristics and make an assumption to perceive is called as
- a) Stereotyping
  - b) Perception
  - c) Perceiving
  - d) Group perception
10. \_\_\_\_\_ is our perception of one personality trait influences how we view a person's entire personality.
- a) Perception
  - b) Halo effect
  - c) Stereotyping
  - d) Individual Personality

**MPOB  
SURPRISE TEST  
MBA 1<sup>st</sup> Semester, Sec-C**

Name:

Registration No:

### Answer all the questions

FM: 2\*5

- 1. What is Perception?**
- 2. Explain the role of situational factors determining the personality.**
- 3. Explain the personality type “agreeableness” with example.**

**4. What is stereotype under perceptual error?**

**5. Explain ERG theory of motivation.**





Subject: UHV

Stream: MBA, Semester: 1<sup>st</sup> Sec- B

**1. Which one of these bests defines ethical behaviour?**

- a. Acting in a way that benefits oneself, regardless of the consequences for others.
- b. Following the laws of the land, even if they seem unjust.
- c. Acting on a considered judgment based on moral principles.
- d. Completing tasks quickly, even if it means cutting corners.

**2. Which of the following is a widely recognized universal value?**

- a. Loyalty to one's family
- b. Respect for authority
- c. Human dignity
- d. Ambition

**3. Which one explains about society**

- a. People living together, in a relationship of mutual fulfilment
- b. People living together, but not in relationship of mutual fulfilment
- c. People living separately, in opposition / struggle
- d. None of the above

**4. What does values mean?**

- a. working hard day in and day out to achieve something
- b. only thinking of our enjoyment
- c. our actions and attitude by which we know how we live and how we treat others
- d. our believes in life that how can we selfishly enjoy

**5. The statement- "Cyclic and mutually enriching production processes" deals with human goal at the level of**

- a. Human goal at individual level
- b. Human goal at family level
- c. Human goal at society level
- d. Human goal at nature level

**6. The human goal at the level of society is**

- a. Prosperity
- b. Fearlessness
- c. Co-existence
- d. Right understanding

**7. Justice is**

- a. Punishing the culprit and saving the innocent
- b. To protect other human being as they are our relative (to do for them and make them dependent)
- c. ensuring recognition of relationship among human beings, its fulfilment through values leading to mutual happiness
- d. none of the above

**8. Ethics is derived from the Greek word \_\_\_\_\_, which means character or custom.**

**9. ----- is defined as the feeling of having more than enough physical facilities to fulfil one's needs.**

**10. \_\_\_\_\_ is the innate ability to know what is right and acceptable for a human being, independent of external influences.**

**11. \_\_\_\_\_ is the complete value.**

**12. \_\_\_\_\_ is right evaluation.**

**13. \_\_\_\_\_ moral philosophy seeks the greatest good for the greatest number of people.**

**14. Duty as the fundamental concept of ethics, this view is called \_\_\_\_\_**

**15. \_\_\_\_\_ aspect of business ethics emphasizes on involvement of stakeholders.**

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Subject: **UHV**

Stream: **MBA, Semester: 1<sup>st</sup> Sec- C**

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11. For fulfilment of human being— physical facility, relationship and \_\_\_\_\_ – all three are necessary.

12. \_\_\_\_\_ is right evaluation.

13. \_\_\_\_\_ moral philosophy seeks the greatest good for the greatest number of people.

14. CSR refers to -----.

15. According to the Triple Bottom line Business Model, 3 Ps are-----  
-----, -----, -----.

**SURPRISE TEST (5 MARKS)**

**SALES & DISTRIBUTION MANAGEMENT**

**MBA, THIRD SEMESTER**

**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY AND MANAGEMENT STUDIES**

*(Each question carrying 0.5 Mark)*

1. Which of the following is NOT an example of behavioural measures used to evaluate salespeople?
  - A. assessment of salesperson's attitude and attention to customers
  - B. product knowledge and selling and communication skills
  - C. appearance and professional demeanour
  - D. Accounts generated and profit achieved
2. Companies engage in sales training to:
  - A. increase absenteeism and turnover
  - B. increase selling costs
  - C. decrease sales volume
  - D. Change or reinforce behaviour that makes salespeople more efficient
3. The three major tasks involved in the implementation stage of the sales management process are:
  - A. Sales force recruitment and selection, Salesforce training, and Salesforce motivation and compensation.
  - B. Developing account management policies, implementing the account management policies, correcting the account management policies.
  - C. Setting sales objectives, organizing the Salesforce, and developing account management policies.
  - D. Organizing the sales force, quantitative assessment, and follow-up.
4. Which of the following elements is NOT used for determining the size of a sales force in the workload method?
  - A. Number of salespeople.
  - B. Number of customers.
  - C. Length of an average call.
  - D. Number of years in sales experience
5. The workload method is used to:
  - A. Quantify the point at which the sale can be closed.

- B. Calculate commission compensation payment.
  - C. Determine how much training a salesperson needs.
  - D. Determine the size of a sales force.
6. In marketing intermediaries, the way of distribution in which the product is stocked in many possible outlets is classified as
- A. Inclusive distribution
  - B. Exclusive dealing
  - C. Selective distribution
  - D. Intensive distribution
7. What type of intermediary would purchase cricket bats from one producer, gloves & guards from another and balls from still another and then sell an assortment to sporting goods stores
- A. Agent
  - B. Producer
  - C. Retailer
  - D. wholesaler
8. It includes the activities involved in selling, renting consumer products and services to the consumer for his personal or home consumption
- A. Wholesaling
  - B. Retailing
  - C. Franchising
  - D. None of the above
9. The number of brands, models, styles carried for each product category is known as
- 
- A. Product width
  - B. Product breadth
  - C. Product depth
  - D. Product line
10. Wholesaler sponsored group of independent retailers are
- A. Corporate chain
  - B. Voluntary chain
  - C. Retailer co-ops
  - D. Consumer co-ops



**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES**  
**SURPRISE TEST : 1<sup>ST</sup> SEMESTER MBA (2025-27 BATCH) (SECTION – B)**

**SUBJECT : MANAGEMENT PRINCIPLES & ORGANIZATIONAL BEHAVIOUR (MPOB)**

**NAME:**

**ROLL NO:**

**Q1. The term “Management” refers to:**

- a) Planning, organizing, leading, and controlling organizational resources
- b) Only decision-making and planning
- c) Supervising subordinates only
- d) Achieving personal goals

**Q2. The process of selecting the best course of action among alternatives is known as:**

- a) Planning
- b) Decision Making
- c) Organizing
- d) Controlling

**Q3. Which management thinker proposed the “Theory X and Theory Y”?**

- a) Peter Drucker
- b) Douglas McGregor
- c) Rensis Likert
- d) Chester Barnard

**Q4. According to Rensis Likert, which management system is most effective?**

- a) Exploitative-authoritative
- b) Benevolent-authoritative
- c) Consultative
- d) Participative

**Q5. Personality refers to:**

- a) Physical appearance only
- b) The sum total of ways in which an individual reacts and interacts
- c) Communication skills only
- d) Emotional stability alone

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## **Management Lessons from Ancient India (MLAI)**

### **Surprise Test- MBA Batch (2025-27)**

**Name :**

**Full Marks – 5**

**Roll No:**

**Date: 30.10.2025**

**Section: B**

Q.1 Srimad Bhagawad Geeta and Mahabharat are two epics of our country. As a MBA student, do you think these two epics provide you the insight and enlightenment to emerge as the future leader? Elaborate your answer with justifications as you understand and remember.



BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY  
& MANAGEMENT STUDIES, BHUBANEWAR

Semester: 1<sup>st</sup> Semester (MBA/BA)  
Batch: 2025-27  
Subject: **MARKETING MANAGEMENT**  
Name:  
Reg. No.:

Date: 29.10.2025  
**Surprise Test**  
Duration:  
Full Marks: 20  
Sec:

1. 1 Explain the five stages of the consumer decision-making process with an example of how a student decides to buy a laptop. (2 marks)
2. How do post-purchase experiences influence future purchase decisions? Give an Indian brand example. (2 marks)
3. What are the main components of the Black Box model, and how does it help marketers understand buyer responses. (4 marks)
4. Explain the criteria for effective market segmentation with examples of how an Indian brand (like Titan, Britannia, or Airtel) uses demographic and psychographic variables to segment its customers (2 marks)
5. Differentiate between targeting strategies — undifferentiated, differentiated, concentrated, and micromarketing — using real examples of Indian brands that apply each approach. (3 marks)
6. What is the difference between Positioning and Repositioning. (2 marks)
7. Identify and explain the five key buying roles using an example of a family purchasing a new two-wheeler (2 marks)
8. List and explain three major differences between organizational buying and consumer buying behavior, using examples from the automobile or tech industry. (3 marks)



BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY  
& MANAGEMENT STUDIES, BHUBANEWAR

Semester: 1<sup>st</sup> Semester (MBA/BA)  
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**Biju Patnaik Institute of Information Technology & Management Studies**

**Subject: BUSINESS COMMUNICATION**

**Subject Code: MBEV1002 Stream: MBA**

**Semester: 1<sup>st</sup>**

**Section – A**

**Name:** \_\_\_\_\_

**Registration No:** \_\_\_\_\_

**Surprise Test**

Answer any **TWO** of the following questions:

1. Communication works for those who work at it. Explain.
2. The art of Communication is the Language of Leadership. Explain.

**Or**

3. Different between almost the right word and the right word.
  4. Communication isn't about what we think but about ensuring what others mean when they hear. Elucidate.
- 

***Your answers here:***



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

**SURPRISE TEST (MARKETING MANAGEMENT)**

**MBA 1st SEMESTER (2025-27 Batch)**

**NAME:**

**ROLL NO.**

**DATE:**

**Answer all the following questions:**

**(0.5 x 10 = 5 marks)**

1. A coffee shop focuses on friendly staff and quick service. Which extra 'P' does this represent?
  - a) Physical evidence
  - b) People
  - c) Price
  - d) Process
2. FMCG stands for:
  - a) Functional Mid-priced Consumer Goods
  - b) Fast Moving Consumer Goods
  - c) Financial Moving Consumer Goods
  - d) Fast Mid-priced Consumer Goods
3. A company designs small sachets of shampoo for rural customers at ₹1 each. Which concept is used?
  - a) Holistic Marketing
  - b) Bottom of the Pyramid
  - c) Selling Concept
  - d) Product Concept
4. The **Holistic Marketing Concept** emphasizes:
  - a) Selling and promotion
  - b) Integrating all marketing activities and stakeholders
  - c) Only customer service
  - d) Product improvement only
5. Which of the following best describes marketing myopia?
  - a) A short-term focus on profits over customer needs
  - b) An excessive focus on marketing research
  - c) Expanding too quickly into new markets
  - d) A long-term focus on customer satisfaction



6. Which of the following is an example of a latent demand?
- a) People wanting a more fuel-efficient car when fuel prices rise
  - b) People wanting healthier fast food options before they are available
  - c) Customers buying more luxury cars during an economic boom
  - d) People demanding more ice cream in summer
7. Marketing is a process which aims at:
- a) Satisfaction of customer needs
  - b) Selling products
  - c) Production
  - d) Profit making
8. The task of any business is to deliver \_\_\_\_\_ at a profit.
- a) Customer needs
  - b) Products
  - c) Customer value
  - d) Quality
9. "Many people want a BMW, only a few are able to buy". This is an example of \_\_\_\_\_
- a) Need
  - b) Want
  - c) Demand
  - d) Status
10. A marketer finds that 20% of loyal customers bring 80% of total sales. This relates to:
- a) 7Ps Concept
  - b) Pareto Principle
  - c) Bottom of the pyramid
  - d) Marketing Mix

## Surprise Test – HR2

### Performance Management System (PMS)

1. When using Management by Objectives (MBO) as a PMS tool, which of the following is the most critical limitation?
  - a) It requires heavy reliance on qualitative feedback.
  - b) It ignores goal alignment between departments and individuals.
  - c) It may encourage short-termism and neglect qualitative aspects of performance.
  - d) It discourages employee participation in goal setting.
  
2. Which of the following PMS tools is most effective for jobs with unpredictable and creative outcomes?
  - a) Forced Distribution Method
  - b) Behaviourally Anchored Rating Scale (BARS)
  - c) Key Result Areas (KRA)-based appraisal
  - d) Graphic Rating Scale
  
3. Performance Appraisal is a \_\_\_\_\_ part of Performance Management.
  - a) Independent
  - b) Small
  - c) Major
  - d) Unrelated
  
4. Which of the following methods is based on recording positive and negative employee behaviours?
  - a) Critical Incident Method
  - b) Ranking Method
  - c) Paired Comparison
  - d) BARS
  
5. Key Performance Indicators (KPIs) are:
  - a) General employee benefits
  - b) Specific measures to evaluate performance
  - c) Laws related to employment
  - d) Job descriptions

## **Surprise Test – HR2**

### **Performance Management System (PMS)**

1. In a strategic PMS, what role do Key Performance Indicators (KPIs) play beyond measurement?
  - a) They act only as benchmarks for annual appraisals.
  - b) They translate organizational strategy into actionable and monitorable goals.
  - c) They function as universal metrics applicable across industries.
  - d) They replace qualitative assessments entirely.
  
2. Which approach in PMS sets measurable targets for employees to achieve?
  - a) Behaviourally Anchored Rating Scale
  - b) Management by Objectives (MBO)
  - c) Checklist method
  - d) 360-degree feedback
  
3. One major limitation of traditional performance appraisal is:
  - a) It motivates employees
  - b) It focuses only on past performance
  - c) It encourages development plans
  - d) It integrates training needs
  
4. Which of the following is different from performance management?
  - a) Goal setting
  - b) Training and development
  - c) Performance appraisal
  - d) Manufacturing processes
  
5. Which approach in PMS sets measurable targets for employees to achieve?
  - a) Behaviourally Anchored Rating Scale
  - b) Management by Objectives (MBO)
  - c) Checklist method
  - d) 360-degree feedback

## Surprise Test

Subject: UVHEE

MBA 1<sup>ST</sup> Semester

Name:

Reg. Number:

1. What is the primary purpose of education according to the concept of value education?
  - a. To memorize facts
  - b. To facilitate clarity on human aspirations and competence to achieve them
  - c. To learn only technical skills
  - d. To compete with others
2. Value education aims to develop which of the following in a person?
  - a. Academic knowledge only
  - b. Clarity on aspirations and competence to actualize them
  - c. Only physical strength
  - d. Skills for gaming
3. What does Natural Acceptance mean in Value Education?
  - a) Accepting values as per societal norms
  - b) Accepting values only when forced by parents/teachers
  - c) Innate acceptance of what is right and fulfilling for oneself and others
  - d) Accepting anything without questioning
4. What is the main purpose of self-exploration in Value Education?
  - a) To earn more money
  - b) To compare ourselves with others
  - c) To verify what is right or wrong within ourselves
  - d) To follow social traditions blindly
5. What does Right Understanding mean in Value Education?
  - a) Knowing facts about the outside world only
  - b) Realising harmony in the self, in relationships, in society, and in nature
  - c) Memorising definitions given in textbooks
  - d) Following rules without thinking



# Surprise Test

## Entrepreneurship & Legal Environment

MBA 1<sup>st</sup> Semester

Total Marks 05

Name:

Roll Number:

**Answer all questions.**

- 1) The core difference between entrepreneurs and intrapreneurs is that
  - a. Both of them work for the growth of the organization
  - b. While entrepreneur faces the prospect of bankruptcy and can lose money, intrapreneur does not
  - c. Entrepreneurs create products and services while intrapreneurs do not create
  - d. None of the above
- 2) Ola and Flipkart are examples of
  - a. Innovative entrepreneurship ventures
  - b. Drone entrepreneurship ventures
  - c. Imitative entrepreneurship ventures
  - d. None of the above
- 3) In the caselet Frazier Lens, why did Jim Frazier who invented the innovative lens approached Panavision for manufacturing the lens and marketing it?
  - a. Jim felt Panavision would do a better job of manufacturing and marketing lenses than him
  - b. If Jim left the manufacturing and marketing to Panavision, he could follow his passion of wildlife photography.
  - c. Panavision was known globally as the best manufacturers of photographic lenses
  - d. All the above
- 4) The need for succession in family business arises due to
  - a. Old age and illness of the founder
  - b. Decision of founder to retire from actively running the affairs of the business
  - c. Death
  - d. All the above



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

**Surprise Test**

**1<sup>st</sup> SEM MBA**

**Subject: MPOB**

**Full Marks: 05**

**Name:**

**Registration Number:**

1. .... Is the father of scientific management theory.
2. Taylor introduced the concept of ..... study.
3. Differentiate between unity of command and unity of direction.
4. According to Max Weber clear hierarchy, Rules & regulations, Division of labor signifies .....
5. What are the five forces of Porter's model?
6. Decision theory helps managers choose the \_\_\_\_\_ alternative.



# **Biju Patnaik Institute of Information Technology & Management Studies, Bhubaneswar**

**Financial Accounting & Analysis**  
**1<sup>st</sup> Semester MBA, Section-A (2025-27 Batch)**  
**Surprise Test, Full Mark -5**  
**Date- 23<sup>rd</sup> October 2025**

Name: \_\_\_\_\_, Roll No: \_\_\_\_\_

1. Modern Concept of Accounting has given by?
  - a) Aristotle
  - b) Socrates
  - c) Luca Pacioli
  - d) Albert Einstein
  
2. Amount borrowed from outsiders for the business purpose is known as?
  - a) Liability
  - b) Capital
  - c) Asset
  - d) Drawings
  
3. Bad debt is coming under which account?
  - a) Personal Account
  - b) Real Account
  - c) Nominal Account
  - d) None of the above
  
4. The person or organization to which business sold the goods on credit is?
  - a) Creditor
  - b) Debtor
  - c) Owner
  - d) None of the above
  
5. Journal is book of?
  - a) Primary Entry
  - b) Secondary Entry
  - c) Both (a) and (b)
  - d) None of the Above



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

**Surprise Test**

**1<sup>st</sup> SEM MBA**

**Subject: MPOB**

**Full Marks: 05**

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