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

## MBA WORKING PROFESSIONAL

Semester : 1st Sem. MBA (W.P)          Date : 07.12.2025
Batch : 2025-27                        Class Test
Subject : Mgmt. Principles & Org. Behaviour     Duration : 1 Hr.
Subject Code : MBPC1001                Full Marks : 30

## Section-A

1.  **Answer any four out of following questions.**          [4 x 2 = 8]

    a) How would you define management in the contemporary business environment?
                                                              [CO1]
    b) Discuss the importance of studying Organizational Behaviour in modern organizations.
                                                              [CO3]
    c) Define Personality.                                    [CO1]

    d) What is full form of ERG Theory?                       [CO1]

    e) Write down the different levels of management?         [CO1]

## Section-B

2.  **Answer any two questions out of following**            [2 x 6= 12]

    a) Define perception. Explain the stages of the perceptual process?     [CO3]

    b) Explain Maslow's Need Hierarchy Theory with examples   [CO4]

    c) What is attitude? Discuss the components of attitudes in organizational settings. [CO3]

## Section-C

3.  **Answer any one out of following questions.**           [1 x 10= 10]

    a) What are the various managerial functions? Explain how these management functions are carried out in an organization of your choice.          [CO3]

    b) Discuss the Administrative Theory of Management        [CO3]

*All the Best*

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

## MBA WORKING PROFESSIONAL

Semester : 1st Sem. MBA (W.P)  
Batch : 2025-27  
Subject : Marketing Management  
Subject Code : MBPC1002  

Date : 30.11.2025  
Class Test  
Duration : 1 Hr.  
Full Marks : 30  

## Section- A

1. **Answer any four out of following questions.** [4 x 2 = 8]

   a) Define the Pareto Principle in the marketing context. [CO1]

   b) Explain the concept of bottom of the pyramid. [CO1

   c) Elaborate your understanding on marketing and marketing management.[CO1]

   d) Explain price skimming and penetration pricing using example. [CO4]

   e) Discuss the difference between consumer goods and shopping goods using examples to support your answer. [CO3]

## Section-B

2. **Answer any two questions out of following** [2 x 6= 12]

   a) Describe the consumer decision making process. [CO2]

   b) Define market segmentation. What are the different bases of segmenting a market? Explain with examples. [CO1]

   c) Differentiate between sales and marketing. [CO1]

## Section-C

3. **Answer any one out of following questions.** [1 x 10= 10]

   a) FreshLink Juices is a small company that makes fresh fruit juices with no added sugar. The company sells mainly in local markets and now plans to expand to nearby towns. The management is unsure how to set prices, promote the products, or choose the right places to sell. They want to attract school and college students who prefer tasty, healthy, and affordable drinks.

   Question: Using the above information, explain how FreshLink Juices can apply the elements of the Marketing Mix (4 Ps) to expand its business and attract young customers. [CO1]

   b) Explain the PLC concept with self-explanatory diagram by taking example of any consumer product. Discuss how the marketing mix strategy would vary between different stages of PLC. [CO3]

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

## MBA WORKING PROFESSIONAL

Semester : 1<sup>st</sup> Sem. MBA (W.P)          Date : 07.12.2025
Batch : 2025-27          Class Test
Subject : Financial Accounting & Analysis          Duration : 1 Hr.
Subject Code : MBPC1003          Full Marks : 30

### Section- A

1.  **Answer any four out of following questions.**          [4 x 2 = 8]

    a) Define Accounting.          [CO1]
    b) What do you understand by the term Revenue?          [CO1]
    c) What do you understand by the term Stock?          [CO1]
    d) What is journal and give the format of journal.          [CO2]
    e) What do you mean by Trial balance?          [CO2]

### Section-B

2.  **Answer any two questions out of following**          [2 x 6= 12]

    a) Briefly discuss the users of accounting information.          [CO1]
    b) Explain the Accounting Cycle with diagram.          [CO1]
    c) Show the effect of following transactions on accounting equation          [CO1]
       1. Business started with cash ₹ 1,00,000
       2. Goods purchased for cash ₹ 30,000
       3. Furniture purchased for cash ₹ 5,000.
       4. Goods (cost price Rs. 20,000) sold for ₹ 21,000.
       5. Wages paid ₹ 4,000.

### Section-C

3.  **Answer any one out of following questions.**          [1 x 10= 10]

    a. Define GAAP? Explain important accounting concepts and conventions. [CO1]
    b. Pass the journal entries in the books of M/s Acharya for the month of December 2006.          [CO2]

       Dec. 1 – Started business with cash ₹10,000.
       Dec. 2 – Out of the above, ₹2,000 are deposited in the bank.
       Dec. 3 – Purchased office furniture for cash worth ₹1,000.
       Dec. 4 – Purchased goods for cash ₹1,500.
       Dec. 5 – Purchased goods from Mrs. Soubhagya on credit for ₹2,000.
       Dec. 6 – Sold goods for cash ₹3,000.
       Dec. 7 – Sold goods to Dibya on credit for ₹3,500.
       Dec. 8 – Received cash from Dibya ₹3,430, allowed him discount of ₹70.
       Dec. 10 – Paid salaries ₹500.
       Dec. 12 – Charged depreciation for full year on furniture ₹100.

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

## MBA WORKING PROFESSIONAL

Semester : 1st Sem. MBA (W.P)  
Batch : 2025-27  
Subject : Managerial Economics  
Subject Code : MBEV1001  

Date : 30.11.2025  
Class Test  
Duration : 1 Hr.  
Full Marks : 30  

## Section- A

1. **Answer any four out of following questions.** [4 x 2 = 8]

   a) Define the concept of elasticity of demand? [CO1]

   b) Explain two important causes of operation of law of demand. [CO1]

   c) What is the statement of law of supply? [CO1]

   d) From the following information find price elasticity of demand [CO2]
   
   P = Rs.20    Q = 10 Units  
   P1 = Rs.25   Q1 = 8Units

   e) From the following equations find equilibrium price and quantity [CO2]
   
   Qd = 20 – 10p, Qs = 5p – 40

## Section-B

2. **Answer any two questions out of following** [2 x 6= 12]

   a) What is elasticity of demand? [CO1]

   b) Explain various exception of law of demand. [CO2]

   c) What are the factors determining the supply? [CO2]

## Section-C

3. **Answer any one out of following questions.** [1 x 10= 10]

   a) Explain various methods used for the measurement of price elasticity of demand. [CO1]

   b) Explain the law of variable proportions with the help of a table and a diagram. [CO1]

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

## MBA WORKING PROFESSIONAL

Semester : 1st Sem. MBA (W.P)  
Batch : 2025-27  
Subject : Quantitative Techniques  
Subject Code : MBQT1001

Date : 07.12.2025  
Class Test  
Duration : 1 Hr.  
Full Marks : 30

## Section - A

1. **Answer any four out of following questions.**　　　　　　　　[4 x 2 = 8]

   a) Write two merits and demerits of median.　　　　　　　　　[CO1]  
   b) Find Median from the following observations.　　　　　　　　[CO1]  
   　　　5,10, 8, 25, 20, 21, 35,40,45  
   c) Define feasible region.　　　　　　　　　　　　　　　　　[CO1]  
   d) Explain unbalanced transportation with an example.　　　　　[CO1]  
   e) What is slack and surplus variable ?　　　　　　　　　　　[CO1]

## Section - B

2. **Answer any two questions out of following**　　　　　　　　[2 x 6= 12]

   a. Describe the different steps in Hungarian technique of Assignment Problem.　[CO2]  
   b. Solve the LPP by graphical method.　　　　　　　　　　　　[CO2]

   $$\text{Maximize } Z = 5x+8y$$
   $$\text{Subject to constraints}$$
   $$3x+2y \leq 36$$
   $$x+2y \leq 20$$
   $$3x+4y \leq 42$$
   $$x,y \geq 0$$

   c. Find the mean of the following series.　　　　　　　　　　　[CO2]

| CI | 0-10 | 10-20 | 20-30 | 30-40 | 40-50 | 50-60 | 60-70 | 70-80 |
|---|---|---|---|---|---|---|---|---|
| Frequency | 5 | 4 | 12 | 15 | 10 | 11 | 9 | 7 |

## Section-C

3. **Answer any one out of following questions.**　　　　　　　　[1 x 10= 10]

   **a).** A company has four machines to do three jobs. Each job can be assigned to one and only one machine. The cost of each job on each machine is given below. Determine the job assignments which will minimize the total cost.　　　　　　　　　　　　　[CO3]

| Jobs/Machines | A | B | C | D |
|---|---|---|---|---|
| 1 | 18 | 24 | 28 | 32 |
| 2 | 8 | 13 | 17 | 18 |
| 3 | 10 | 15 | 19 | 22 |
| 4 | 25 | 19 | 34 | 7 |

   **b).** Obtain an Initial BFS to the following Transportation problem using VAM.　[CO3]

| Origin | Destination | | | | Supply |
|---|---|---|---|---|---|
| | A | B | C | D | |
| A | 20 | 22 | 17 | 4 | 120 |
| B | 24 | 37 | 9 | 7 | 70 |
| C | 32 | 37 | 20 | 15 | 50 |
| Demand | 60 | 40 | 30 | 110 | |

*All the Best*

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

## MBA WORKING PROFESSIONAL

**Semester : 1st Sem. MBA (W.P)**
**Batch : 2025-27**
**Subject : Business Communication**
**Subject Code : MBEV1002**

**Date : 30.11.2025**
**Class Test**
**Duration : 1 Hr.**
**Full Marks : 30**

## Section- A

1.  **Answer any four out of following questions.**               [4 x 2 = 8]

    a) Why is communication essential for an organization?          [CO1]
    b) "Listen not only with your ears, but also with your eyes." Explain.   [CO1]
    c) What do you mean by the VAKOG model of NLP?                  [CO1]
    d) What is Haptics? Give two examples.                          [CO1]
    e) What is MoM? Explain its importance.                         [CO1]

## Section-B

2.  **Answer any two questions out of following**                  [2 x 6= 12]

    a) "There are three divisions of time, but there are only two tenses in English. " Explain with examples.          [CO1]

    b) Give a brief account of the psychological barriers in communication.          [CO1]

    c) Draft a Notice-cum-Agenda for a special Board meeting of an organization convened for deciding on employee welfare measures, CSR activities plan for the next month, a new product launch, and the appointment of a Chief Auditor.          [CO1]

## Section-C

3.  **Answer any one out of following questions.**                 [1 x 10= 10]

    a) What do you mean by non-verbal communication? Describe its important aspects.   [CO1]

    b) How important is the Resume in the whole recruitment process? Discuss the strategic points in the Resume that require a candidate's special attention.          [CO1]

*All the Best*

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

## MBA WORKING PROFESSIONAL

**Semester : 1st Sem. MBA (W.P)**
**Batch : 2025-27**
**Subject : Univ. Human Values, Ethics & Envn.**
**Subject Code : MBEV1003**

**Date : 30.11.2025**
**Class Test**
**Duration : 1 Hr.**
**Full Marks : 30**

## Section-A

1.  **Answer any four out of following questions.**          [4 x 2 = 8]

    a) What is the importance of value in education?          [CO1]

    b) Define happiness and Unhappiness with suitable examples          [CO1]

    c) State the guidelines of value education.          [CO1]

    d) How value based education is different from traditional education?          [CO1]

    e) What is the significance of Sanskar in human behaviour?          [CO2]

## Section-B

2.  **Answer any two questions out of following**          [2 x 6= 12]

    a) Explain the relationship between self-exploration and natural acceptance. How does self- exploration help in discovering natural acceptance, and why is this important for achieving harmony and happiness in life?          [CO2]

    b) Explain the role of happiness, Unhappiness, wealth and prosperity in Universal Human values with suitable examples.          [CO2]

    c) Discuss the practical applicability of education in promoting holistic development of individuals.          [CO3]

## Section-C

3.  **Answer any one out of following questions.**          [1 x 10= 10]

    a) Explain how does the understating harmony in family contribute to Universal Human order?          [CO2]

    b) Explain how the body is not just a physical entity but integral to the psychological experience of the self.          [CO2]

*All the Best*

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

## MBA WORKING PROFESSIONAL

Semester : 1st Sem. MBA (W.P)  Date : 07.12.2025
Batch : 2025-27  Class Test
Subject : Entrepreneurship & Legal Envn.  Duration : 1 Hr.
Subject Code : MBEV1004  Full Marks : 30

## Section- A

1.  **Answer any four out of following questions.**  [4 x 2 = 8]

a)  Who is drone entrepreneur? Give two examples of drone entrepreneur. [CO1]

b)  Who is intrapreneurs? Provide two examples of intrapreneurs.  [CO1]

c)  Define Jus in Rem and Jus in Personam.  [CO1]

d)  What is "Attempted performance'?  [CO1]

e)  What is the difference between void and voidable contract?  [CO1]

## Section-B

2.  **Answer any two questions out of following.**  [2 x 6= 12]

a.  What are the modes of discharge of contract by mutual agreement?  [CO2]

b.  What is contract? Who can perform contract?  [CO2]

c.  Explain six differences between entrepreneur & manager.  [CO2]

## Section-C

3.  **Answer any one out of following questions.**  [1 x 10= 10]

a.  What is contract according to Indian contract Act 1872 ?  [CO3]
    What are elements of Valid contract?

b.  What are EDIs? Why has it not produced outstanding entrepreneurs in India? [CO3]

*All the Best*

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

## MBA WORKING PROFESSIONAL

**Semester : 1st Sem. MBA (W.P)**　　　　**Date : 30.11.2025**
**Batch : 2025-27**　　　　　　　　　　　　**Class Test**
**Subject : Management Lessons from Ancient India**　**Duration : 1 Hr.**
**Subject Code : MBEV1005**　　　　　　　　**Full Marks : 30**

## Section- A

1. **Answer any four out of following questions.**　　　　　**[4 x 2 = 8]**

　a)　What is meant by the Indian Knowledge System?　　　　　　　[CO1]

　b)　Mention any two management lessons derived from the Ramayana.　[CO1]

　c)　State two key teachings of the Bhagavad Gita relevant to modern management.　[CO1]

　d)　What do you understand by Guru Shishya Parampara.　　　　[CO1]

　e)　What leadership qualities of lord Rama make him an ideal leader in the Ramayana? [CO1]

## Section-B

2. **Answer any two questions out of following.**　　　　　　**[2 x 6= 12]**

　a)　Analyze the Kurukshetra war in the Mahabharata from a conflict management perspective. [CO2]

　b)　How does strategic thinking, as demonstrated by Lord Krishna, offer lessons for modern managers in achieving long-term goals?　　　　　　[CO2]

　c)　Explain how the Bhagavad Gita's concept of Karma Yoga can be applied to leadership and management in modern organizations.　　　　[CO2]

## Section-C

3. **Answer any one out of following questions.**　　　　　**[1 x 10= 10]**

　a)　How does lord Rama's commitment to Dharma reflect ethical leadership and what can modern leaders learn from this commitment?　　　　[CO1]

　b)　Discuss how ancient Indian management thoughts integrate spirituality and morality with professional management.　　　　　　[CO2]

*All the Best*