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

**Semester : 4<sup>th</sup> Sem. IMBA  
Batch : 2024-29  
Subject : Organisational Behaviour  
Subject Code : IMPC4001**

**Date : 09.02.2026  
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 OB. [CO1]
  - b) What is Cognitive Framework of OB? [CO1]
  - c) Mention any two limitations of OB. [CO1]
  - d) What are the different unit of analysis in the context of OB? [CO2]
  - e) Explain any two features of Autocratic Model of OB. [CO2]

**Section-B**

- 2. Answer any two questions out of following [2 x 6= 12]**
- a) Examine the interrelationship between individual behaviour and organizational performance. [CO2]
  - b) Explain and discuss why Organizational Behaviour is considered as a multidisciplinary field of study. [CO2]
  - c) Evaluate the role of Organizational Behaviour in managing workforce diversity and change. [CO2]

**Section-C**

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a) Critically examine the importance of Organizational Behaviour for modern organizations. [CO2]
  - b) A newly appointed manager takes charge of a mid-sized manufacturing organisation employing nearly 150 workers across production, quality control, and logistics departments. Although the workforce is technically skilled and experienced, the manager notices several behavioural challenges within the organisation. Employees tend to work in isolation, inter-departmental coordination is weak, and there is visible resistance to new instructions issued by the management. Many employees focus only on completing assigned tasks without considering broader organisational objectives. Over time, the organisation experiences delays in production schedules, increased internal conflicts, and a gradual decline in overall productivity. Informal discussions reveal that employees feel disconnected from management decisions and perceive their roles as limited to routine execution rather than meaningful contribution.  
**Analyse the case using the concept and scope of Organizational Behaviour and explain how the system approach to Organizational Behaviour can be applied to enhance organisational effectiveness. [CO2]**

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**Semester : 4<sup>th</sup> Sem. IMBA  
Batch : 2024-29  
Subject : Company Law  
Subject Code : IMPC4003**

**Date : 09.02.2026  
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 share outstanding? [CO1]
  - b) What is treasury share? [CO1]
  - c) What do you mean by Reserve capital? [CO1]
  - d) 4-Who is holding company? CO2

**Section-B**

2. **Answer any two questions out of following** [2 x 6= 12]
- a) Differentiate between privet company & public company ? [CO2]
  - b) Differentiate between transfer & transmission of share? [CO2]
  - c) Explain Doctrine of indoor management? [CO1]

**Section-C**

3. **Answer any one out of following questions.** [1 x 10= 10]
- a) What is Memorandum of Association? Explain the different clauses of MoA? [CO2]
  - b) What is Article of Association ? What are provisions mentioned in AoA.? [CO1]

*All the Best*

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**Semester : 4<sup>th</sup> Sem. IMBA  
Batch : 2024-29  
Subject : Corporate Strategy  
Subject Code : IMPC4002**

**Date : 09.02.2026  
Class Test : I  
Duration : 1 Hr.  
Full Marks : 30**

**Section- A**

- 1. Answer any four out of following questions. [4 x 2 = 8]**
- a) Explain the meaning of Corporate Strategy. [CO1]
  - b) What are Macro factors influencing Corporate Strategy? Name 4 factors [CO1]
  - c) What is the full form of ETOP? [CO1]
  - d) Explain the meaning of Strategic Intent. [CO1]
  - e) Explain two differences between Goals and Objectives. [CO1]

**Section-B**

- 2. Answer any two questions out of following. [2 x 6= 12]**
- a) Explain ETOP with an example [CO2]
  - b) What is a Strategic Business Unit? Justify formation of SBUs for Tata Group. [CO2]
  - c) Differentiate the Vision from the Mission of an organization [CO2]

**Section-C**

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a) Do a SWOC Analysis of BIITM. [CO3]
  - b) A multi-specialty hospital chain plans expansion into Bhubaneswar. It is characterised by strong clinical expertise and advanced technology. It is experiencing high treatment costs and trained staff shortages. In Bhubaneswar there is growing health care demand for private hospitals and several government schemes provide subsidized treatment. Competition is getting stiffer and there is a sustained regulatory pressure on hospitals to provide free treatment to patients from low-income groups.
    - a. Do a SWOC analysis of the multi-speciality hospital given above. [CO4]

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**Semester : 4<sup>th</sup> Sem. IMBA**  
**Batch : 2024-29**  
**Subject : Management Accounting**  
**Subject Code : IMPC4005**

**Date : 10.02.2026**  
**Class Test : I**  
**Duration : 1 Hr.**  
**Full Marks : 30**

**Section- A**

1. **Answer any four out of following questions.** **[4 x 2 = 8]**
- What do you mean by Management Accounting? **[CO1]**
  - Give four functions of management accounting in a modern business. **[CO1]**
  - Name four of the most important techniques of management accounting. **[CO1]**
  - Give your views on Financial Statement Analysis. **[CO2]**
  - Calculate the current ratio and quick ratio of ABC Traders given that its current assets are ₹1,20,000, inventory is ₹40,000, and current liabilities are ₹60,000, and comment briefly on its liquidity position. **[CO2]**

**Section-B**

2. **Answer any two questions out of following** **[2 x 6= 12]**
- Explain the meaning of Management Accounting and analyse its nature, and scope with suitable illustrations. **[CO1]**
  - Define Financial Statements and prepare a Balance Sheet using imaginary figures. **[CO2]**
  - Y Ltd. has a current ratio of 4:1 and a quick ratio of 2.5:1. If the excess of current assets over quick assets, represented by inventory, amounts to ₹36,000, calculate the current assets and current liabilities of the company. **[CO2]**

**Section-C**

3. **Answer any one out of following questions.** **[1 x 10= 10]**
- Differentiate between Management Accounting, Cost Accounting and Financial Accounting. **[CO1]**
  - From the following Balance Sheets of R Ltd. as on 31 March 2024 and 31 March 2025, prepare a Comparative Balance Sheet and comment briefly on the financial position of the company. **[CO2]**

Liabilities	2024 (₹)	2025 (₹)	Assets	2024 (₹)	2025 (₹)
Share Capital	5,00,000	6,00,000	Fixed Assets	4,50,000	5,20,000
Reserves & Surplus	1,00,000	1,40,000	Inventory	1,00,000	1,10,000
Long-term Loans	1,50,000	1,30,000	Debtors	1,50,000	1,80,000
Current Liabilities	80,000	1,30,000	Cash & Bank	1,30,000	1,90,000
<b>Total</b>	<b>8,30,000</b>	<b>10,00,000</b>	<b>Total</b>	<b>8,30,000</b>	<b>10,00,000</b>

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**Semester : 4<sup>th</sup> Sem. IMBA  
Batch : 2024-29  
Subject : Managerial Economics  
Subject Code : IMPC4006**

**Date : 10.02.2026  
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 the concept of elasticity of demand. [CO1]
  - b) Define the concept of elasticity 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 = Rs20 Q = 10 Units  
P1 = Rs25 Q1 = 8Units

**Section-B**

2. **Answer any two questions out of following** [2 x 6= 12]
- a) Explain the different types of elasticity of demand. [CO1]
  - b) Explain various exceptional cases of law of demand. [CO2]
  - c) Distinguish between change in quantity demand and change in demand. [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 proportion. [CO2]

*All the Best*

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**Semester : 4<sup>th</sup> Sem. IMBA  
Batch : 2024-29  
Subject : Consumer Behaviour  
Subject Code : IMPC4004**

**Date : 10.02.2026  
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 Inert set and Inept set? [CO1]
  - b. Give one difference between Extensive Problem Solving and Routine Response Buying behavior. [CO1]
  - c. Illustrate an example to explain Geodemographic segmentation [CO1]
  - d. Describe “Market Specialization” Targeting with example. [CO1]
  - e. Describe Advertising Wear Out [CO2]

**Section-B**

- 2. Answer any two questions out of following [2 x 6= 12]**
- a. Elaborate on the strategic application of Classical Conditioning in designing marketing strategies. [CO2]
  - b. What are different levels of Decision Making in the minds of the consumer. [CO1]
  - c. Illustrate on the steps of Decision making. [CO1]

**Section-C**

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a. With the help of VALS, explain Psychographic Segmentation [CO1]
  - b. Throw light on the Black Box model and its implication to Consumer’s Decision making process. [CO2]