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

Semester : 2nd Sem. IMBA
Batch : 2025-30
Subject : Business Communication
Subject Code : IMEV1003

Date : 10.03.2026
Class Test : I
Duration : 1 Hr.
Full Marks : 30

Section- A

1. **Answer any four out of following questions.** [4 x 2 = 8]
- a) Which is the most popular format for typing business letters? Why so? [CO1]
 - b) What are the advantages of using printed forms for Reports? [CO1]
 - c) A reply to a letter of complaint is known as a _____. (Fill in the blank.) [CO1]
 - d) In which ways is a Memo different from a letter? [CO1]
 - e) What is a persuasive letter? Mention the four-step strategy in a persuasive message. [CO1]

Section-B

2. **Answer any two questions out of following** [2 x 6= 12]
- a) Give a brief account of the rules of Netiquette one needs to follow while working in an organization. [CO1]
 - b) As Purchase Manager of Marine Food Pvt. Ltd., Paradeep, draft a letter placing an order with a supplier of your company for 3 Desktops, 5 Laptops and 2 printers of required brands and configurations. [CO1]
 - c) As the HR Manager of Alpha Beta Digitals, Bangalore, draft a memo to be sent to all staff regarding a new Employees' Health Scheme to be implemented with effect from 1st April, 2026. [CO1]

Section-C

3. **Answer any one out of following questions.** [1 x 10= 10]
- a) Briefly explain how a meeting is planned. Prepare a Notice-cum-Agenda for a Board meeting of Unicorn Co. Ltd, Bhubaneswar to be held in Conference Hall 1 on Friday, 13th March, 2026. [CO2]
 - b) You are working for Piaggio (Automobile manufacturer). You have been requested to prepare a Report on the decline in sales of your company's auto-rickshaws in the past one year. Prepare the Report in the format suitable for a Short Formal Report and submit it to the Managing Director of the company. [CO 2]

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

**Semester : 2nd Sem. IMBA
Batch : 2025-30
Subject : Social Psychology
Subject Code : IMEV1004**

**Date : 10.03.2026
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 Social Psychology. [CO1]
 - b) What is group behaviour? [CO1]
 - c) What is prejudice? [CO1]
 - d) What do you mean by perception in social psychology? [CO1]
 - e) Write a short note on Watson's Behaviourism. [CO1]

Section-B

- 2. Answer any two questions out of following [2 x 6= 12]**
- a) Discuss the scope of Social Psychology. [CO1]
 - b) Explain the Behaviourist school of psychology and its importance in understanding human behaviour. [CO1]
 - c) Explain the basic principles of Gestalt psychology with suitable examples. [CO1]

Section-C

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a) Explain the various Methods and Branches of Psychology. [CO1]
 - b) Discuss the role of Social Psychology in management and Organizational behaviour. [CO1]

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

Semester : 2nd Sem. IMBA

Date : 10.03.2026

Batch : 2025-30

Class Test : I

Subject : Quantitative Methods-I

Duration : 1 Hr.

Subject Code : IMQT1002

Full Marks : 30

Section-A

1. Answer any four out of following questions. [4 x 2 = 8]
- Define **Linear Programming Problem (LPP)**. Write two business applications of LPP. [CO1]
 - What is a **feasible region** in a Linear Programming Problem? [CO1]
 - Explain the concept of **dummy row and dummy column** in the **Transportation Problem**. [CO1]
 - What are the **different types of solutions** obtained in the **graphical method of solving an LPP**? [CO1]
 - Briefly explain an **unbalanced transportation problem**. [CO1]

Section-B

2. Answer any two questions out of following. [2 x 6= 12]
- Write down the **different steps involved in solving a Linear Programming Problem using the graphical method**. [CO2]
 - Solve the TP using NWCR

		Destinations				Supply
		D1	D2	D3	D4	
Source	A	5	3	2	6	10
	B	7	4	3	1	15
	C	1	2	7	6	5
	Demand	6	10	10	4	

- A company produces two types of product namely A and B. Because of raw material restrictions, it cannot produce more than 300 tons of product A and 200 tons of product B in a week. There are 140 production hours in a week. It requires 0.3 and 0.5 hours to produce a ton of products A and B respectively with corresponding profits of Rs 100 and Rs 300 per ton. Formulate the above as a LPP to maximize profit and find the optimum product mix. [CO2]

Section-C

3. Answer any one out of following questions. [1 x 10= 10]
- Solve the following LPP using Graphical method [CO3]

Max Z= 2X+3Y

St constraints

X + Y ≤ 30

X + Y ≥ 20

X + 3Y ≥ 10

X, Y ≥ 0

- Solve the following TP using VAM [CO3]

		Destinations				Supply
		D1	D2	D3	D4	
Source	A	8	9	5	3	10
	B	7	8	4	2	12
	C	3	6	8	4	9
	Demand	5	9	6	11	

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

Semester : 2nd Sem. IMBA

Batch : 2025-30

Subject : Basic Financial Accounting – II

Subject Code : IMPC1003

Date : 11.03.2026

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 Corporate Accounting. [CO1]
 - b) Name the different types of shares issued by a company. [CO1]
 - c) Explain the concept of Share Capital. [CO1]
 - d) What do you understand by Debenture? [CO2]
 - e) Give two differences between Share and Debenture. [CO2]

Section-B

- 2. Answer any two questions out of following [2 x 6= 12]**
- a) Differentiate between equity shares and preference shares. [CO1]
 - b) What do you understand by Share Capital? Discuss various types of share capital. [CO1]
 - c) Explain the nature of Debentures issued in a financial market. [CO2]

Section-C

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a) What do you mean by Debentures? Explain different types of debentures issued by a company. [CO2]
 - b) ABC Ltd. Issued 1000 equity shares of ₹100 each at 10% premium to be collected ₹30 on Application, ₹ 50 on allotment, ₹ 20 on first call and ₹ 10 on second call. The issue was fully subscribed. Geeta holding 100 shares did not pay the 1st and 2nd call money and her shares were forfeited by the company after the second call. Pass necessary journal entries in the books of ABC Ltd. [CO1]

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**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY
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Semester : 2nd Sem. IMBA
Batch : 2025-30
Subject : Marketing Management-I
Subject Code : IMPC1004

Date : 11.03.2026
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 marketing? [CO1]
 - b) Differentiate need, want and demand? [CO1]
 - c) Give the concept latent demand? [CO1]
 - d) What is delight? [CO1]
 - e) Expand the term B2B market? [CO1]

Section-B

- 2. Answer any two questions out of following [2 x 6= 12]**
- a. Define utility. What are the four types of utility? Give example of each. [CO1]
 - b. Explain meta market with an example. [CO1]
 - c. Briefly explain any 4 states of demand with example. [CO1]

Section-C

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a) What is a market? Explain Total, Potential, Available, Qualified, Target, Penetrated market. Explain with example. [CO1]
 - b) What all can be marketed? Give example of each. [CO1]

All the Best