

Registration No.										
------------------	--	--	--	--	--	--	--	--	--	--



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

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

**Date : 11.03.2026
Special 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 SCLT? Point out its key elements. [CO1]
 - c) Explain the contingency approach to Organizational Behaviour. [CO2]
 - d) State the key findings of Hawthorne Experiments and its contribution to OB. [CO2]
 - e) Mention the Three Unit of analysis of OB. [CO1]

Section-B

- 2. Answer any two questions out of following [2 x 6= 12]**
- a) Explain the contribution of Psychology & Sociology to Organizational Behaviour. [CO2]
 - b) Examine the scope of Organizational Behaviour and its relevance for managers. [CO2]
 - c) Do you think OB can solve all issues related to human behaviour? Agree / Disagree, Justify your answer. [CO2]

Section-C

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a) Explain the importance of Organizational Behaviour for managers in modern organisations. How does the understanding of human behaviour help in improving productivity, teamwork, and organisational effectiveness? [CO2]
 - b) Compare the Autocratic, Custodial, and Supportive models of Organizational Behaviour. Discuss how these models influence employee motivation and performance in organizations. [CO2]

All the Best

Registration No.										
------------------	--	--	--	--	--	--	--	--	--	--



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

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

**Date : 10.03.2026
Special 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 Resolutions? [CO1]
 - b) What is Nominee Director? [CO1]
 - c) What do you mean by Annual General Meeting? [CO1]
 - d) What is doctrine of ultra Vires? [CO2]
 - e) What is an OPC? [CO2]

Section-B

2. Answer any two questions out of following [2 x 6= 12]
- a) Write the difference between MOA and AOA? [CO2]
 - b) What is Allotment of Share and what the general principles regarding Allotment? [CO2]
 - c) Describe the contents of articles of a public limited company? [CO2]

Section-C

3. Answer any one out of following questions. [1 x 10= 10]
- a) What is Share Capital, also explain the types of Share Capital? [CO2]
 - b) Distinguish between Private and Public Company? [CO1]

All the Best

Registration No.										
------------------	--	--	--	--	--	--	--	--	--	--



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

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

**Date : 10.03.2026
Special 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 are the origins of the word STRATEGY? [CO1]
 - b) What are external factors influencing Corporate Strategy? Name 4 factors [CO1]
 - c) What is the full form of SAP? [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 (SBU)? 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]

All the Best

Registration No.										
------------------	--	--	--	--	--	--	--	--	--	--



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

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

**Date : 10.03.2026
Special 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 do you mean by Cost Accounting? [CO1]
 - b) Give four advantages of management accounting in a modern business. [CO1]
 - c) Name the techniques of management accounting which depend on financial statements. [CO1]
 - d) Give your views on Financial Statement. [CO2]
 - e) Calculate the current ratio and quick ratio of ABC Traders given that its current assets are ₹4,20,000, inventory is ₹40,000, and current liabilities are ₹2,10,000. [CO2]

Section-B

2. **Answer any two questions out of following** [2 x 6= 12]
- a) Differentiate between Management Accounting and Cost Accounting. [CO1]
 - b) Define Balance Sheet and draw its format using imaginary figures. [CO2]
 - c) Current ratio = 4.5, Quick ratio = 3. Inventory is Rs. 36,000. Calculate the current assets and current liabilities. [CO2]

Section-C

3. **Answer any one out of following questions.** [1 x 10= 10]
- a) What do you understand by Management Accounting? Explain its advantages and limitations in the contemporary business world. [CO1]
 - b) What do you understand by Financial Statement Analysis? Briefly explain the different methods of analysing the financial statements of a company. [CO2]

All the Best

Registration No.										
------------------	--	--	--	--	--	--	--	--	--	--



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

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

**Date : 11.03.2026
Special Class Test : I
Duration : 1 Hr.
Full Marks : 30**

Section- A

1. Answer any four out of following questions. [4 x 2 = 8]
- a) Mention two exceptions to the law of demand. [CO1]
 - b) Differentiate between Marginal Cost and Average Cost . [CO1]
 - c) What is the statement of law of supply? [CO1]
 - d) From the following information find price elasticity of demand
P = Rs20 Q = 10 Units
P1 = Rs25 Q1 = 8Units [CO2]
 - e) From the following equations find equilibrium price and quantity [CO2]
Qd = 20 – 10p, Qs = 5p – 40 CO2Qd = 20 – 10p, Qs = 5p – 40

Section-B

2. Answer any two questions out of following [2 x 6= 12]
- a) Write four properties of Isoquant curves. [CO2]
 - b) Discuss four important features of perfect competition. [CO1]
 - c) Analyse the change in demand as compared with shift in demand. [CO2]

Section-C

3. Answer any one out of following questions. [1 x 10= 10]
- a) Define demand. Describe the law of demand with the help of suitable diagram and schedule. [CO1]
 - b) Explain the stages in the law of variable proportion. [CO2]

Registration No.										
------------------	--	--	--	--	--	--	--	--	--	--



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

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

**Date : 11.03.2026
Special 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 reason on why Licensing in an apt example of Stimulus Generalization. [CO1]
 - c. Illustrate an example to explain Geodemographic segmentation [CO1]
 - d. How to differentiate between Recognition and Recall [CO1]
 - e. Describe Sensory Adaptation [CO2]

Section-B

2. Answer any two questions out of following. [2 x 6= 12]
- a. Illustrate Maslow's Need Hierarchy with examples of Product categories for each level. [CO2]
 - b. What are different levels of Decision Making in the minds of the consumer. [CO1]
 - c. Throw light on the Black Box model and its implication to Consumer's Decision making process. [CO2]

Section-C

3. Answer any one out of following questions. [1 x 10= 10]
- a. Explain how consumer behavior is strengthened or weakened with respect to reinforcements applied or removed using the model of Operant Conditioning. [CO2]
 - b. Elaborate on the strategic application of Classical Conditioning in designing marketing strategies. [CO2]