



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

Date : 23.04.2026
Class Test : II
Duration : 1 Hr.
Full Marks : 30

Section-A

1. **Answer any four out of following questions.** [4 x 2 = 8]
- (a) What are the distinguishing features of a Chronological resume? [CO3]
 - (b) What do you mean “non-functional behaviour” in GD? Give two examples. [CO3]
 - (c) In which ways is Group Discussion different from Debate? [CO3]
 - (d) What are the disadvantages of a virtual meeting? Mention any two. [CO5]
 - (e) Mention any two advantages of using Social Media in business communication. [CO5]

Section-B

2. **Answer any two questions out of following** [2 x 6= 12]
- (a) Briefly explain the steps in preparing systematically for a job interview. [CO4]
 - (b) Write a note on the importance of body language in an interview. [CO4]
 - (c) How would you answer these two questions in an interview for a marketing executive’s job? [CO4]
 - (i) What are your strengths? Substantiate with a story.
 - (ii) Tell us how you have solved a problem in your student days.

Section-C

3. **Answer any one out of following questions.** [1 x 10= 10]
- (a) Explain how a meeting is planned. Prepare an Agenda for a Board meeting of an organization that wants to decide on employee welfare measures, CSR activities, new product launch and new ad campaigns. [CO2]
 - (b) “An effective presentation is more than just standing up and giving a speech. It’s about engaging your audience, conveying your message with clarity and conviction, and leaving a lasting impression.” How would you plan and prepare for such a presentation? [CO2]

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



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

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

**Date : 24.04.2026
Class Test : II
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 Span of attention? [CO4]
 - b) Define distraction and Inattention. [CO4]
 - c) Differentiate between principle of proximity and similarity. [CO3]
 - d) Explain reinforcement in learning. [CO3]
 - e) Write a brief note on connectionism. [CO3]

Section-B

- 2. Answer any two questions out of following [2 x 6= 12]**
- a) Explain the phenomenon of forgetting. Can forgetting be avoided? [CO4]
 - b) Discuss the internal determinants of attention. Do they play the greater role than the external determinants? [CO4]
 - c) Define sensation and discuss its attributes. [CO4]

Section-C

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a) What is learning by Conditioning? Discuss the features of Classical Conditioning. Distinguish between Classical and operant Conditioning. [CO3]
 - b) What are the various determinants of attention? Explain the objective determinants in details. [CO4]

All the Best

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



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

Semester : 2nd Sem. IMBA

Date : 24.04.2026

Batch : 2025-30

Class Test : II

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]**
- Explain slack and surplus variables with suitable examples. [CO3]
 - What is a pivot element in the simplex method? [CO3]
 - Define an unbalanced assignment problem with an example. [CO2]
 - What are the different environments in which decisions are taken? Explain briefly. [CO1]
 - How can degeneracy be resolved in a transportation problem? [CO3]

Section-B

2. **Answer any two questions out of following.** **[2 x 6= 12]**
- Write the steps involved in Hungarian method. [CO2]
 - Find out the best alternatives from the following payoff matrix using Savage criteria (Criteria of regret). [CO3]

Strategy \ Scenario	10% Decrease	No Change	10% Increase	20% Increase
Reduce Fares	2	0	6	9
Same Fares	0	5	0	3
Raise Fares	10	8	2	0

- (c) Find the optimal solution of following Assignment Problem [CO3]

Applicants	Programmers		
	P1	P2	P3
A1	120	100	80
A2	80	90	110
A3	110	140	120

Section-C

3. **Answer any one out of following questions.** **[1 x 10= 10]**
- (a) Find the optimal solution of following TP using MODI method [CO3]

Destinations	D1	D2	D3	Supply
Sources				
A	2	2	3	10
B	4	1	2	15
C	1	3	1	40
Demand	20	15	30	

- (b) Solve the following LPP using simplex method [CO3]

Max $Z = 4X + 10Y$

Subject to constraints

$2X + Y \leq 50$

$2X + 5Y \leq 100$

$2X + 3Y \leq 90$

$X, Y \geq 0$

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



**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 : 23.04.2026

Class Test : II

Duration : 1 Hr.

Full Marks : 30

Section-A

- 1. Answer any four out of following questions. [4 x 2 = 8]**
- a) Explain horizontal analysis of financial statements. [CO3]
 - b) What do you mean by notes to accounts in annual report? [CO3]
 - c) Mention the sub-headings under the head Current Asset of the balance sheet. [CO3]
 - d) What is the importance of activities ratios? [CO4]
 - e) Give your views on the performance of ABC Ltd based on its current ratio when its current assets are Rs. 2,00,000 and Current Liabilities are Rs. 80,000. [CO4]

Section-B

- 2. Answer any two questions out of following [2 x 6= 12]**
- a) What are the disadvantages of ratio analysis? [CO4]
 - b) Explain the precautions to be taken while interpretation of the ratios. [CO4]
 - c) Differentiate between common-size statement and comparative financial statement. [CO3]

Section-C

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a. Explain the importance of financial statement analysis? Explain the different techniques of financial statement analysis in detail. [CO3]
 - b. Current assets of a company are Rs. 17,00,000. Its current ratio is 2.50 and liquid ratio is 0.95. Calculate current liabilities, liquid assets and inventory. [CO4]

All the Best

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



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

Semester : 2nd Sem. IMBA
Batch : 2025-30
Subject : Marketing Management-I
Subject Code : IMPC1004

Date : 23.04.2026
Class Test : II
Duration : 1 Hr.
Full Marks : 30

Section-A

- 1. Answer any four out of following questions. [4 x 2 = 8]**
- a) Define Marketing Myopia? Give example. [CO2]
 - b) Explain Niche market? [CO2]
 - c) What is 80:20 principle? [CO2]
 - d) What is Point of Difference? [CO2]
 - e) Expand up selling? [CO2]

Section-B

- 2. Answer any two questions out of following [2 x 6= 12]**
- a. Explain Geographic Segmentation and its variables [CO2]
 - b. What are the 5 criteria for effective segmentation? [CO2]
 - c. Elaborate Production and Product Concept [CO2]

Section-C

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a. What is Segmentation? Explain Demographic Segmentation and its variables? [CO2]
 - b. Differentiate between Marketing and Selling? [CO2]

All the Best