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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 : 08.04.2026  
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 is MBTI? How is it useful? [CO2]
  - b) State the two-factor theory of motivation. [CO2]
  - c) Explain the ABC component of attitude with examples. [CO2]
  - d) What is Figure-ground principle of perception? Illustrate with an example. [CO2]
  - e) What do you mean by group dynamics? [CO2]

**Section-B**

- 2. Answer any two questions out of following [2 x 6= 12]**
- a) What are perceptual errors? Explain with examples. [CO3]
  - b) Discuss the Big five model of personality. [CO3]
  - c) What is Group cohesiveness? How to increase the degree of cohesiveness, state the factors. [CO3]

**Section-C**

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a) Discuss different types of groups in an organization. Explain the need of forming a group and the various stages of group development. [CO4]
  - b) Explain the Vroom's Expectancy theory of motivation. Justify with an example, whether rewards in an organization affect the productivity and performance of individual employees. [CO4]

*All the Best*

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

**Date : 07.04.2026  
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 is Corporate Veil? [CO1]
  - b) Why promissory note, Bill of exchange, cheque are called negotiable instrument? [CO2]
  - c) Who is holder in due course? [CO1]
  - d) What is reinsurance? [CO1]
  - e) What is subrogation in relations to marine & Fire insurance? [CO1]

**Section-B**

2. **Answer any two questions out of following** [2 x 6= 12]
- a) Explain the 2 modes of Winding Up of Companies? [CO1]
  - b) Define Negotiable Instrument? Explain the types of NI? [CO2]
  - c) What are the power and duties of Director? [CO3]

**Section-C**

3. **Answer any one out of following questions.** [1 x 10= 10]
- a. Define Insurance? What are the elements of Insurance? [CO1]
  - b. What is corporate veil? Discuss the circumstances under which the veil can be lifted. [CO3]

*All the Best*



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

**Date : 07.04.2026**  
**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 is Micheal Porter's 5 competitive forces? CO1
  - b) Explain Strategic Audit? CO1
  - c) Explain Blue Ocean Strategy with an example CO1
  - d) Organizations conduct surveys on top 5 companies to work. List at least 3 criteria which makes a company best in the industry? CO1
  - e) What is WORK-LIFE Balance? Do you support or don't support? Justify CO1

**Section-B**

- 2. Answer any two questions out of following. [2 x 6= 12]**
- a) What kind of companies need to opt for BCG Matrix? CO2
  - b) Explain the difference between Mergers and Acquisitions with Indian examples. CO2
  - c) Compare Capabilities with Competencies with an example. CO2

**Section-C**

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a) Explain McKinsey's 7S strategy. Why are soft elements and hard elements equally important? CO3
  - b) A mid-sized Indian consumer goods company has grown steadily due to its strong manufacturing capability and wide distribution network. However, competition from larger firms with advanced analytics and branding has intensified. While the company is efficient in production, it struggles to differentiate its products and build strong customer loyalty. Management is evaluating whether its existing capabilities can be transformed into core competencies to gain a sustainable competitive advantage. The firm is considering investments in brand building, digital marketing, and data-driven demand forecasting to strengthen its strategic position in the market. CO4

Answer the Questions

- 1. Identify the key capabilities of the company.
- 2. How can the company convert its capabilities into core competencies?

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

**Date : 07.04.2026**  
**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 Ratio Analysis? [CO3]
  - b) Explain why marginal costing is important in decision making. [CO3]
  - c) What is Flexible Budget? [CO4]
  - d) Give your views on Standard Costing. [CO4]
  - e) What is Zero Base Budgeting? How is it different from other type of budgets? [CO4]

**Section-B**

2. **Answer any two questions out of following.** [2 x 6= 12]
- a) Explain the concept and types of ratios used in the Indian context. [CO3]
  - b) State the point of difference between absorption costing and marginal costing. [CO3]
  - c) What do you mean by Standard Costing and how does it differ from budgetary control. [CO4]

**Section-C**

3. **Answer any one out of following questions.** [1 x 10= 10]
- a) Define budgeting and budgetary control. Discuss the advantages and limitations of using budgets in managerial planning and control. [CO4]
  - b) The following data are available from the records of a company: Sales Rs. 60,000. Variable Cost Rs. 30,000. Fixed Cost Rs. 15,000. You are required to calculate P/V Ratio, Break Even Point, and Margin of Safety. Also, calculate the effect of 10% increase in sale price. [CO3]

*All the Best*

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

**Date : 08.04.2026  
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 is the nature of AR and MR curve under Perfect Competition? [CO2]
  - b) Differentiate between Marginal Cost and Average Cost. [CO1]
  - c) What is the nature of AR and MR curve under Non-Collusive Oligopoly? [CO2]
  - d) Define the concept of MRTSk<sub>l</sub> (Marginal Rate of Technical Substitution of Capital for Labor) [CO1]
  - e) Define the concept of price discrimination. [CO1]

**Section-B**

- 2. Answer any two questions out of following [2 x 6= 12]**
- a) Establish the relationship between TR, AR and MR. [CO1]
  - b) Explain the various features of Monopolistic 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) Explain the determination of equilibrium price and output under perfect competition in the short run. [CO2]
  - b) Discuss the concept of Producer's equilibrium with the help of an iso-quant and an iso-quant map. [CO2]

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

**Date : 08.04.2026  
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 is compulsive consumption behavior and Fixated consumption behaviour? [CO2]
  - b) How can firms strategically use the concept of JND to implement price increases without triggering negative consumer reactions? [CO3]
  - c) Who are ethnocentric consumers? [CO3]
  - d) Analyze why consumers tend to ignore or avoid health warnings (e.g., on junk food or cigarettes) using the concept of perceptual defense. [CO3]
  - e) Give one example of Attribution theory in Consumer Behavior context [CO2]

**Section-B**

2. **Answer any two questions out of following** [2 x 6= 12]
- a. How does cognitive dissonance arise in high-involvement purchases, and what strategies can firms use to minimize its impact on customer satisfaction? [CO3]
  - b. Explain the Tricomponent Attitude Model and analyze how its three components influence consumer purchase decisions with suitable examples. [CO2]
  - c. Discuss in detail the “Freudian Principle” [CO3]

**Section-C**

3. **Answer any one out of following questions.** [1 x 10= 10]
- a. Describe Product Positioning and explain Perceptual Mapping with one relevant product category. [CO4]
  - b. Discuss consumer innovativeness related personality traits to differentiate innovators from non-innovators. [CO3]