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Total Number of Pages: 02

Course: IMBA
Sub_Code: IMPC4001

4th Semester Regular Examination: 2025-26

SUBJECT: Organizational Behaviour

BRANCH(S): IMBA

Time: 3 Hours

Max Marks: 100

Q.Code: V008

Answer Question No.1 (Part-I) which is compulsory, any eight from Part-II, and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- a) Define organizational behaviour and its primary scope.
- b) Name the three specific components of an attitude.
- c) Differentiate between motive and motivation
- d) State any two limitations of OB.
- e) What are the two categories of variables in the "Two-Factor Theory"?
- f) Explain the stereotyping effect.
- g) List the three stages of Kurt Lewin's model of change.
- h) Define leadership.
- i) What do you mean by Job-Fit Theory?
- j) Distinguish between a group and a team.

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- a) Discuss the importance of OB in modern organizations.
- b) Explain the relationship between individual behavior and attitude.
- c) Describe the factors that influence an individual's perception.
- d) Compare Maslow's Need Hierarchy with Herzberg's Two-Factor Theory.
- e) Explain the Five-Stage Model of Group Development.
- f) What are the common barriers to changing attitudes in a workplace?
- g) Briefly explain the Myers-Briggs Type Indicator.
- h) Discuss the Equity Theory of Work Motivation.
- i) Explain the Attribution Theory and its significance.
- j) Why do organizations prefer work teams over individual work?
- k) Discuss the significance of emotional intelligence in the workplace.
- l) Identify common reasons for resistance to change in an organization.

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Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** Elaborate on the process of team building. What factors contribute to team effectiveness in a high-pressure organizational environment? **(16)**
- Q4** Explain the contingency leadership approach and the concept of transformational leadership in the context of global leaders. **(16)**
- Q5** Critically analyze Vroom's Expectancy Theory and the Porter-Lawler Model. How do these process theories differ from content theories? **(16)**
- Q6** Explain the meaning and types of organizational change. Describe the approaches to be used by managers to implement change effectively while minimizing resistance. **(16)**

Registration No.:

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Total Number of Pages: 02

Course: IMBA
Sub_Code: IMPC4002

4th Semester Regular Examination: 2025-26

SUBJECT: CORPORATE STRATEGY

BRANCH(S): IMBA

Time: 3 Hours

Max Marks: 100

Q.Code: V330

Answer Q1 (Part-I) which is compulsory, any eight from Part-II, and any two from Part-III.
The figures in the right-hand margin indicate marks.

Part-I

Q1 Answer the following questions: (2 x 10)

- What is the essence of Strategic Intent?
- Why should Environmental scanning be done at the beginning of strategic management process?
- What does SAP analysis indicate about a business organization?
- Compare and contrast between core competency and competitive advantage?
- Why are SBUs formed?
- What is the difference between Internal variable and External variable in business environment?
- Enumerate the competitive forces in Porter's five forces model.
- What is meant by Backward integration?
- How is GE 9-cell matrix an improvised model over BCG matrix?
- What is the Porter's Generic building blocks of Competitive Advantage?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- Explain how the strategic intent evolves and progresses onto vision, mission and up to goals & objectives.
- Elucidate how ETOP and SAP build up a comprehensive analysis for a business organization with examples.
- What is the difference between external micro and macro variables along with examples.
- Compare and contrast between International strategy and Transnational strategy with examples.
- "Strategy determines structure and structure affects strategy." Explain the narrative with examples.
- How is Strategic Evaluation and Control a vital stage?
- Explain the various Stability strategies with relevant examples.

- h) What are the characteristics of "Question Mark" category in BCG matrix?
- i) Briefly explain the four perspectives covered in Balance Score Card.
- j) Differentiate between Hard elements and Soft elements in McKinsey's 7S framework.
- k) What is the rationale behind BCG matrix? Support with suitable examples.
- l) State the impact of Power, Politics, and Conflict in strategic management context.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

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| Q3 | Explain Porter's five forces model in detail in light of current E-Commerce scenario. Provide relevant examples to support. | (16) |
| Q4 | Justify the logical relationship of various Levels of strategy mapping with the role and responsibility at each management layer from top to bottom in an organization, with appropriate examples. | (16) |
| Q5 | Explain the concept of SBU with its characteristics, benefits, and drawbacks in the context of strategic management process. Support with proper examples. | (16) |
| Q6 | Do the PESTEL analysis for any service sector of your choice in view of the contemporary scenario in India. Justify your answer with industry examples. | (16) |

Registration No.:

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Total Number of Pages: 02

Course: IMBA
Sub_Code: 16IMN403

4th Semester Back Examination: 2025-26

SUBJECT: COMPANY LAW

BRANCH(S): IMBA

Time: 3 Hours

Max Marks: 100

Q. Code: V052

Answer Question No.1 (Part-I) which is compulsory, any eight from Part-II, and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

- Q1 Answer the following questions: (2 x 10)**
- a) What is a Company? Write a simple one-line definition.
 - b) What is the difference between a public company and a statutory corporation? Give one example of each.
 - c) What is a Memorandum of Association (MOA)? Why is it important for a company?
 - d) What is a Cheque? Is it a Negotiable Instrument? Give a yes or no with one reason.
 - e) What is E-Filing in the context of Company Law? Name any one benefit of e-filing.
 - f) What is meant by 'Dishonour of a Cheque'? What can the payee do if a cheque bounces?
 - g) What is an Insurance Contract? Give one example of a type of insurance.
 - h) What is an Annual General Meeting (AGM)? Who calls it, and why?
 - i) What is meant by 'Winding Up' of a company? Give one example of a situation where a company may be wound up.
 - j) What does 'Limited Liability' mean for the members of a company?

Part-II

- Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)**
- a) What are the main features/characteristics of a Company? Explain any four features in simple words.
 - b) What is the difference between a Company and a Partnership firm? List at least four points of difference.
 - c) What is Insurance? Explain Life Insurance, Fire Insurance, and Marine Insurance in simple terms — what each covers and who needs it.
 - d) What is meant by 'Winding Up' of a company? Explain the two main types of winding up — by Court and Voluntary — in simple terms.
 - e) What is meant by the 'Protection of Minority Shareholders'? Why do minority shareholders need protection? Give any two ways the law protects them.
 - f) What is a Promissory Note? What is a Bill of Exchange? Explain each in simple terms and state one difference between them.

- g) What are the different types of meetings held in a company? Explain any two types of meetings — what they are for and who attends them?
- h) Who are Directors? How are they appointed in a company? What happens if a company wants to remove a director?
- i) What is a Prospectus? Why does a company issue a prospectus? What are the main details mentioned in a prospectus?
- j) What are the different types of Share Capital? Explain the difference between Preference Shares and Equity Shares in simple terms.
- k) What are Articles of Association (AOA)? What are its main contents? Can a company change its AOA?
- l) What are the contents of a Memorandum of Association? Name and briefly explain these clauses of the MOA.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** a) Discuss the types of meetings held in a company (AGM, EGM, Board Meeting) and what decisions are taken there. **(8+8)**
- b) What are Ordinary Resolutions and Special Resolutions — When and how are these resolutions taken?
- Q4** Suppose you and your friends want to set up a company form of business. Explain how could you proceed to incorporate and commence business? Discuss the steps involved under the company law. **(16)**
- Q5** a) How are the parties to a negotiable instrument discharged from their duty to pay? **(8+8)**
- b) How have debit cards, credit cards, and e-cheques changed the way people make payments today.
- Q6** What does 'carriage' mean in law, and what are the basic rules that apply when goods are carried by road, air, or sea (name one responsibility of a carrier in each case)? **(16)**

Registration No.:

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Total Number of Pages: 02

Course: IMBA
Sub Code: IMPC4004

4th Semester Regular Examination: 2025-26

SUBJECT: Consumer Behaviour

BRANCH(S): IMBA

Time: 3 Hours

Max Marks: 100

Q. Code: V113

Answer Question No.1 (Part-I) which is compulsory, any eight from Part-II, and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- What are key features of the Learning Theory in consumer behaviour?
- Define the Gestalt approach and its relevance in consumer perception.
- What is the Psychoanalytic Theory?
- What is the Black Box Model of consumer behaviour?
- List the major factors influencing the consumer decision-making process.
- What are the main components of attitude?
- How do opinion leaders influence buying decisions?
- What is the impact of culture on consumer behaviour?
- Define consumer decision journey and its stages.
- What is meant by omni-channel behaviour?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- Explain different motivation theories and their application in understanding consumer behaviour.
- Explain the concept of culture and its characteristics. How does culture influence consumer decision-making?
- Discuss the role and structure of family in consumer behaviour.
- Elaborate the consumer decision-making process. What are the different stages involved?
- Discuss the role of social media in shaping modern consumer behaviour with examples.
- Analyse cultural values, cultural changes, and cross-cultural differences in consumer behaviour.

- g) Describe the psychological field theory and distributive approach in consumer behaviour with suitable examples.
- h) Explain the Engel-Kollat-Blackwell (EKB) Model in detail. How does it explain consumer decision-making?
- i) Critically examine the Cognitive Theory of consumer behaviour. How does it differ from other behavioural theories?
- j) Analyse the role of learning and reinforcement in shaping consumer buying habits.
- k) Discuss the characteristics of modern women consumers and netizens. How do they influence market trends and marketing strategies?
- l) Explain the changing role of families in modern society and its impact on consumer purchasing decisions.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

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|-----------|--|-------------|
| Q3 | Develop a comprehensive discussion on group influence in consumer behaviour, including social groups, reference groups, and opinion leaders. How do these influences vary across different product categories? | (16) |
| Q4 | A new smartphone brand enters the Indian market and uses heavy advertising, influencer marketing, and attractive pricing. However, sales remain low. Using the Black Box Model and consumer decision-making process, analyse why consumers may not be purchasing the product and how to overcome this challenge. | (16) |
| Q5 | "Perception and attitude are key drivers of consumer choice". Elaborate this statement by explaining the perceptual process and attitudinal models, and their impact on consumer decision-making. | (16) |
| Q6 | Explain the Family Life Cycle (FLC) and its relevance in market segmentation. How have the roles and structures of Indian families changed in recent years, and how do these shifts influence the purchasing decision-making process within a household? | (16) |

Registration No.:

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Total Number of Pages: 02

Course: IMBA
Sub_Code: IMPC4005

4th Semester Regular Examination: 2025-26

SUBJECT: Management Accounting

BRANCH(S): IMBA

Time: 3 Hours

Max Marks: 100

Q.Code: V169

Answer Question No.1 (Part-I) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right-hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- What are the emerging issues in management accounting?
- Name the basic financial statements?
- What do you understand by published accounts?
- Name three current assets movement ratios?
- What is capital gearing ratio?
- What is Zero Base Budgeting?
- What is Fixed budget?
- What are the objectives of Budgetary control?
- What is Profit Volume ratio and how to calculate?
- What is Material cost Variance?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- Distinguish between Management Accounting and Financial Accounting.
- How does standard costing differ from a budgetary control?
- Determine the sales of a firm with the following financial data where current ratio is 1.5, Acid test ratio is 1.2, Current liabilities are Rs. 4,00,000 and Inventory turnover ratio is 5 times.
- From the following information find out the amount of profit earned during the year by using the marginal cost techniques where Fixed Cost is Rs. 2, 50,000, Variable Cost is Rs. 10 per unit; Selling Price is Rs. 15 per unit and Output level is 75,000 units.
- What is Debt –Equity ratio? Explain with suitable examples.
- Discuss any five limitations of ratio analysis.
- Explain the various objectives and methods of financial statement analysis.
- What is Marginal Costing? What are its various assumptions?
- Explain the advantages and limitations of standard costing.

- j) Discuss the various roles of Management Accounting in decision making.
- k) Discuss the importance of ROI.
- l) Who are the users of financial statements explain?

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** From the following particulars you are required to (a) Calculate P/V Ratio, Break-Even Point, and Margin of Safety at this level. Where Sales Rs. 1,80,000, Variable cost Rs. 50,000, Fixed Cost Rs. 30,000. (b) Calculate the effect of 10 % increase in sales price. **(16)**
- Q4** Explain in details the various applications of Marginal Costing for decision making. **(16)**
- Q5** The standard material required for production is 10,500 kg. A price of Rs. 2 per kg has been fixed for the materials. The actual quantity of material used for the product is 11,000 kgs. A sum of Rs. 24,750 has been paid for the materials: Calculate a) Material Cost Variance, 2) Material Rate Variance, and 3) Material Usage Variance. **(16)**
- Q6** Explain in details the classification of Budget according to a) time, b) function, and c) flexibility. **(16)**

Registration No.:

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Total Number of Pages: 02

Course: IMBA
Sub_Code: IMPC4006

4th Semester Regular Examination: 2025-26

SUBJECT: Managerial Economics

BRANCH(S): IMBA

Time: 3 Hours

Max Marks: 100

Q.Code: V226

Answer Q1 (Part-I) which is compulsory, any eight from Part-II and any two from Part-III.
The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- a) Define Managerial Economics.
- b) What is demand forecasting?
- c) State any two determinants of demand.
- d) Define price elasticity of demand.
- e) What is supply analysis?
- f) Define production function.
- g) What are returns to scale?
- h) Define economies of scale.
- i) What is monopoly market?
- j) Define inflation.

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- a) Discuss the role of a managerial economist in business decision-making.
- b) Discuss different methods of measuring elasticity of demand.
- c) Explain techniques of demand forecasting.
- d) Describe the law of supply and factors affecting supply.
- e) Discuss long-run production function and returns to scale.
- f) Explain various cost concepts used in managerial decision-making.
- g) Explain cost minimization and output maximization.
- h) Explain price determination under monopolistic competition.
- i) Discuss pricing strategies: price skimming and penetration pricing.
- j) Discuss different phases of the business cycle.
- k) A nation experiences a sharp decline in its GDP due to external economic shocks. Analyze the effects this might have on employment and income levels.
- l) Explain fiscal policy and its impact on the economy.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** Discuss in detail the relevance of Managerial Economics in business decision-making, including demand analysis and forecasting techniques. **(16)**
- Q4** Explain the production and cost analysis in both short run and long run. Illustrate with suitable examples and diagrams. **(16)**
- Q5** Critically examine various pricing strategies adopted by firms, including skimming, penetration, and input pricing methods. **(16)**
- Q6** Discuss macroeconomic concepts such as inflation, national income, and business cycles, and their impact on business decisions. **(16)**