

Semester : 3rd Sem. IMBA

Batch : 2025-30

Subject : Quantitative Methods - II

Subject Code : IMQT3001

Date : 07.09.2026

Class Test : I

Duration : 1 Hr.

Full Marks : 30

Section-A

1. Answer any four out of following questions. [4 x 2 = 8]
- What do you mean by a strategy? Distinguish between a pure strategy and a mixed strategy. [CO1]
 - Define saddle point. State the condition for the existence of a saddle point in a game. [CO1]
 - Write the concept of a payoff matrix in brief. [CO1]
 - Under what condition is a game said to be fair? [CO1]
 - Define a two-person zero-sum game. [CO1]

Section-B

2. Answer any two questions out of following [2 x 6 = 12]
- Explain the importance of game theory in the context of business with examples. [CO2]
 - State the Principles of dominance. [CO2]
 - Two players A and B match coins. If the coins match, then A wins 100 units of value. If coins do not match, then B wins 50 units of value. Construct the Payoff matrix then determine the optimum strategies for the players and the value of game. [CO2]

Section-C

3. Answer any one out of following questions. [1 x 10 = 10]
- Solve the following game graphically. [CO3]

$$\begin{bmatrix} 1 & 5 \\ 2 & 1 \\ 4 & -3 \\ 5 & -6 \end{bmatrix}$$

- Solve the following game using dominance rule. [CO3]

$$\begin{bmatrix} 5 & 4 & 2 \\ 7 & 5 & 4 \\ 7 & 4 & 5 \end{bmatrix}$$

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

Semester : 3rd Sem. IMBA
Batch : 2025-30
Subject : Principles of Management
Subject Code : IMPC3001

Date : 07.09.2026
Class Test : I
Duration : 1 Hr.
Full Marks : 30

Section-A

1. Answer any four out of following questions. [4 x 2 = 8]
- a) How would you define management in the contemporary business environment? [CO1]
 - b) Discuss the different nature of management in any organization? [CO2]
 - c) Explain the importance of Human Skills for managers? [CO2]
 - d) What do you mean by Centralization? [CO1]
 - e) How Authority and Responsibility are related? [CO2]

Section-B

2. Answer any two questions out of following [2 x 6= 12]
- a) Discuss the Contribution of McKinsey in field of management. [CO3]
 - b) Explain the different levels of management along with functions associated with it. [CO1]
 - c) Explain difference between Formal & Informal Organization. [CO1]

Section-C

3. Answer any one out of following questions. [1 x 10= 10]
- a) What are the various functions of management? Discuss with suitable example. [CO1]
 - b) Explain the different roles played by the managers and its importance for the organization. [CO2]

All the Best

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

Semester : 3rd Sem. IMBA
Batch : 2025-30
Subject : Law of Contract
Subject Code : IMEV3001

Date : 07.09.2026
Class Test : I
Duration : 1 Hr.
Full Marks : 30

Section-A

1. Answer any four out of following questions. [4 x 2 = 8]
- a) What is contract? What are components of contract? [CO1]
 - b) What is Coercion? [CO2]
 - c) Who decides conditions to offer? [CO2]
 - d) X, a minor, lent Rs. 10000/- to Y at market rate of interest. After a year, when X attained Majority, he filed a suit against Y for recovery of the amount for Y. Y contended that since X is minor at the time when the loan was advanced, the contract is void. Will y succeed ? [CO3]
 - e) Who are incapable to enter it to an enforceable agreement? [CO2]

Section-B

2. Answer any two questions out of following [2 x 6= 12]
- a) Differentiate between Cross offer and Counter offer. [CO1]
 - b) What is quasi contract ? Explain the elements of quasi contract. [CO1]
 - c) What are circumstances in which consent is said to be not free? [CO1]

Section-C

3. Answer any one out of following questions. [1 x 10= 10]
- a) Explain the elements of valid contract. [CO1]
 - b) Explain exceptions to proposition 'No Consideration, No contract'. [CO2]
 - c) What is consideration ? What are rules of consideration? [CO3]

All the Best

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**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY
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Semester : 3rd Sem. IMBA

Batch : 2025-30

Subject : Fundamental of Economics of Analysis

Subject Code : IMEV3002

Date : 08.09.2026

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 Economics. [CO2]
 - b) What is the circular flow of income and output in two sector model? [CO1]
 - c) Differentiate between Normative Economics and Positive Economics. [CO1]
 - d) Differentiate between Microeconomics and Macroeconomics. [CO1]
 - e) Write any two relationships between TU and MU. [CO2]

Section-B

2. Answer any two questions out of following [2 x 6 = 12]
- a) Differentiate between shift in demand curve and movement along the demand curve. [CO2]
 - b) What are the types of demand? Explain. [CO2]
 - c) Why does the demand curve slope downward? [CO2]

Section-C

3. Answer any one out of following questions. [1 x 10 = 10]
- a) Diagrammatically explain the Market Demand Curve [CO2]
 - b) Describe the Law of DMU with the help of diagram. [CO2]

All the Best



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

Semester : 3rd Sem. IMBA
Batch : 2025-30
Subject : Cost Accounting
Subject Code : IMPC3002

Date : 08.09.2026
Class Test : I
Duration : 1 Hr.
Full Marks : 30

Section-A

1. Answer any four out of following questions. [4 x 2 = 8]
- Define cost accounting. [CO1]
 - What is cost centre? [CO1]
 - What is job costing? [CO1]
 - What is cost unit? [CO1]
 - Explain how prime cost will be calculated? [CO1]

Section-B

2. Answer any two questions out of following. [2 x 6 = 12]
- Distinguish between cost centre and profit centre. [CO1]
 - Prepare a cost sheet for the year ending 31st March, 2024 showing cost per unit, total cost and profit. [CO1]

Direct materials	Rs 37500
Direct wages	Rs 15000
Direct expenses	Rs 7500
Works overheads	20% of wages
Administrative overheads	10% of works cost
Selling & distribution overheads	Rs 3 per unit
Units produced & sold	1000 units
Profit	20% on sales

- c) Explain the objectives of cost accounting. [CO1]

Section-C

3. Answer any one out of following questions. [1 x 10 = 10]
- The following particulars have been extracted in respect of material "X" for the month of Jan 2024. [CO2]

Jan 1	Opening stock 100 units @ 8 per unit
Jan 5	Received (GRN NO.-101) 200 units @ 6 per unit
Jan 7	Issued (SRN NO.-35) 50 units
Jan 12	Received (GRN NO.-102) 300 units @ 5 per unit
Jan 20	Issued (SRN NO.-36) 150 units
Jan 23	Received (GRN NO.-103) 250 units @ 4 per unit
Jan 27	Received (GRN NO.-104) 150 units @ 2 per unit
Jan 28	Issued (SRN NO.-37) 200 units
Jan 31	Issued (SRN NO.-38) 250 units

The minimum level for material "X" is 200 units, maximum level is 1000 units and reorder level are 500 units. Prepare a stores ledger for material "x" under FIFO method.

- b) Explain the methods and techniques of cost accounting. [CO1]

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**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY
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Semester : 3rd Sem. IMBA

Batch : 2025-30

Subject : Marketing Management-II

Subject Code : IMPC3003

Date : 08.09.2026

Class Test : I

Duration : 1 Hr.

Full Marks : 30

Section-A

1. Answer any four out of following questions. [4 x 2 = 8]
- a) What is Idea screening? [CO1]
 - b) What are Impulse goods? Give two examples. [CO1]
 - c) Explain the elements of a brand? [CO1]
 - d) What is Brand awareness? [CO1]
 - e) What is the Core Product of a Hotel? [CO1]

Section-B

2. Answer any two questions out of following [2 x 6 = 12]
- a) Explain 5 product Levels with the example of a hotel [CO2]
 - b) Explain Brand Equity with an example [CO2]
 - c) Draw and explain the following patterns of PLC with example [CO2]
 - a) *Introduction, Growth, Maturity and Decline*
 - b) *Cycle-Recycle*
 - c) *Scalloped*

Section-C

3. Answer any one out of following questions. [1 x 10 = 10]
- a) Explain each stages of new product development with examples. [CO3]
 - b) Explain Individual, Family and Corporate branding with suitable examples? [CO3]

All the Best

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

Semester : 3rd Sem. IMBA

Batch : 2025-30

Subject : Introduction to AI

Subject Code : IMQT3201

Date : 07.09.2026

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 Artificial Intelligence (AI) with two real-life examples. [CO1]
 - b. Differentiate between Narrow AI and General AI with examples. [CO1]
 - c. What is data in AI? Mention its two types. [CO2]
 - d. Explain any two limitations of Machine Learning. [CO2]
 - e. Write a short note on what makes a company an AI company. [CO4]

Section-B

- 2. Answer any two questions out of following [2 x 6 = 12]**
- a. Define Machine Learning. Explain its working with examples. [CO2]
 - b. Explain the key terminology of AI: Algorithm, Model, Dataset, and Features with examples. [CO1]
 - c. What Machine Learning can and cannot do? Explain with examples. [CO5]

Section-C

- 3. Answer any one out of following questions. [1 x 10 = 10]**
- a. Write a detailed note on Deep Learning. Explain both technical and non-technical perspectives with examples. [CO3]
 - b. Discuss the role of data in AI and how machines learn from data. Explain the steps from data collection to prediction. [CO2]

All the Best