

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



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

Semester : 1st Sem. MBA & MBA-W.P.
Batch : 2026-28
Subject : Financial Accounting & Analysis
Subject Code : MBPC1003

Date : 09.10.2026
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 do you mean by accounting? [CO1]
 - (b) Define expense? Give two examples of expense. [CO1]
 - (c) What is a transaction and give two examples? [CO2]
 - (d) Write down the concept of debtor and creditor in accounting. [CO1]
 - (e) Write down golden rules of journal. [CO2]

Section-B

2. Answer any two questions out of following. [2 x 6 = 12]
- a) Explain the advantages of accounting. [CO1]
 - b) Briefly discuss about the conventions of accounting with example? [CO1]
 - c) Show the effect of following transactions on accounting equation. [CO2]
 - I. Business started with cash Rs.10,00,000
 - II. Goods Purchased for cash Rs. 3,00,000
 - III. Goods purchased from Prakash on credit Rs. 2,00,000
 - IV. Goods costing Rs. 2,00,000, sold for Rs. 2,50,000
 - V. Withdrew Rs. 10,000 for personal use
 - VI. Furniture Purchased for cash Rs. 30,000

Section-C

3. Answer any one out of following questions. [1 x 10 = 10]
- a) Discuss various concepts of accounting with example? [CO1]
 - b) Journalize following transactions. [CO2]

2026

Jan1 .Business started with cash Rs.10,00,000

Jan 2. Goods purchased for cash Rs.3,00,000

Jan 3. Furniture purchased for cash Rs. 30,000

Jan 5. Goods sold for cash Rs. 1,50,000

Jan 6. Goods purchased from Rakesh on Credit Rs. 2,00,000

Jan 7. Salary paid Rs. 50,000

Jan 8. Rs. 20,000 taken by owner for his personal use

Jan 9. Goods sold to Rohan on credit Rs. 1,00,000

Jan 10. Cash deposited in bank Rs. 2,00,000

Jan 11. Payment made to Rakesh Rs. 2,00,000

All the Best



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

Semester : 1st Sem. MBA & MBA-W.P.

Batch : 2026-28

Subject : Marketing Management

Subject Code : MBPC1002

Date : 09.10.2026

Class Test : I

Duration : 1 Hr.

Full Marks : 30

Section- A

1. Answer any four out of following questions. [4 x 2 = 8]
- What are the significance 80:20 principle in marketing decisions? [CO1]
 - List the 4Ps and 4Cs of the marketing mix. [CO1]
 - What is bottom of pyramid concept as per C.K. Prahalad? [CO1]
 - Mention the different types of positioning errors. Give example(s) [CO1]
 - A buyer compares cars on CarDekho (checks specifications, reads insurance and loan options online), and then visits a Maruti showroom to buy. Identify the metamarket, and marketplace in this scenario. [CO1]

Section-B

2. Answer any two questions out of following. [2 x 6= 12]
- Distinguish between the micro and macro marketing environment. Explain why marketers have more control over one than the other, with examples. [CO2]
 - List any six types of demand states with examples. [CO1]
 - Define marketing concept. How it is different from the production concept and selling concept. [CO1]

Section-C

3. Answer any one out of following questions. [1 x 10= 10]
- Answer the question following the caselet given below:
For many years, a big camera-film company was the number one in its market. It saw its business as & selling film rolls. Later, the company built early digital camera technology itself. But it feared that digital cameras would hurt its film sales, so it kept its focus on film. Soon, smartphones came out and everyone started taking digital photos on their phones. People stopped buying film, and the company's sales fell sharply.
Questions:
 - Explain how this company suffered from marketing myopia.
 - Explain how defining its business more broadly, in terms of what customers really need, could have changed the company's strategy.
 - Suggest how the company could have changed its marketing mix (Product, Price, Place and Promotion) to stay relevant. [CO1]
 - Explain the STP process in marketing. Discuss the major bases of segmentation, the criteria for effective segmentation, and the common positioning strategies, with examples. [CO2]

Registration No.



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

Semester : 1st Sem. MBA & MBA-W.P.

Batch : 2026-28

Subject : Mgmt. Principles & Org. Behaviour

Subject Code : MBPC1001

Date : 09.10.2026

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 management in the contemporary business environment. [CO1]
 - b) Discuss the various nature of management? [CO1]
 - c) Highlight the essential skills of managers of various levels? [CO2]
 - d) "OB is an Interdisciplinary Approach". Explain. [CO2]
 - e) Explain the concept of Bottom of the Pyramid by Dr C.K. Prahalad? [CO2]

Section-B

2. Answer any two questions out of following. [2 x 6 = 12]
- a) Analyse how different models of Organizational Behaviour influence employee motivation, job satisfaction, productivity and organizational commitment. [CO3]
 - b) Discuss the relevance of McKinsey 7s model today's fast paced business environment. [CO2]
 - c) Differentiate between Management & Administration. [CO1]

Section-C

3. Answer any one out of following questions. [1 x 10 = 10]
- a) Analyse the role of different managerial functions in achieving organizational objectives. [CO3]
 - b) Explain the different principles developed by Henry Fayol's under administrative management theory. [CO2]

All the Best



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

Semester : 1st Sem. MBA & MBA-W.P.

Batch : 2026-28

Subject : Quantitative Techniques

Subject Code : MBQT1001

Date : 10.10.2026

Class Test : I

Duration : 1 Hr.

Full Marks : 30

Section-A

1. Answer any four out of following questions.

[4 x 2 = 8]

- Define Range. Find the Range and Coefficient of Range for the following series 3,5,9,7,8,12,16,14. [CO1]
- The mean of 10 items was found to be 30. Later, it was discovered that two items had been incorrectly taken as 13 and 23 instead of 30 and 33, respectively. Find the correct mean. [CO1]
- Define Quartiles. Find the **Quartile Deviation** and its **Coefficient** for the series 5, 10, 8, 25, 20, 21, 35, 40, 45 [CO1]
- Find the Mean and SD of the series of natural numbers from 1 to 99. [CO1]
- The batting averages of Virat Kohli and Rohit Sharma in ODI cricket are 55 and 48, and their corresponding standard deviations are 5 and 3, respectively. Determine which batsman is more consistent. [CO1]

Section-B

2. Answer any two questions out of following.

[2 x 6 = 12]

- Find the missing frequencies from the following distribution, where median is 35 and $\Sigma f = 100$. [CO2]

X	0-10	10-20	20-30	30-40	40-50	50-60
F	5	15	F1	F2	20	10

- What is the range of coefficient of correlation 'r'? Find r if $N=12$, $\Sigma xy = 225$, $\Sigma x^2 = 360$ and $\Sigma y^2 = 250$ Where $x = (X - \bar{X})$, $y = (Y - \bar{Y})$. [CO2]
- The mean marks of section A, B, C, D and E of MBA 1st semester in quantitative techniques are 55, 50, 75, 60 and 65 where the total number of students in all the classes are 350 with equal distributions. Then find mean mark of MBA 1st semester students in Quantitative techniques. [CO2]

Section-C

3. Answer any one out of following questions.

[1 x 10 = 10]

- Find the missing values from the following. [CO3]

	Group1	Group2	Group3	Combined
Number	40	?	70	150
SD	8	6	?	9.2
Mean	50	?	60	56

- From the following two series, find the rank correlation coefficient and interpret the result. [CO3]

Marks	Barsha	Akash	Arpita	Bishnu	Sasmita	Sagar	Pragyan	Amit	Alok	Ritik	Ashutosh	Saswati
ECO	24	29	19	14	30	19	27	30	30	20	28	11
QT	37	35	16	26	23	27	19	20	16	11	21	11

**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY
& MANAGEMENT STUDIES, BHUBANESWAR****Semester : 1st Sem. MBA & MBA-W.P.****Batch : 2026-28****Subject : Business Communication****Subject Code : MBEV1002****Date : 10.10.2026****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 Oculistics? What is its significance in communication? [CO1]
 - b) Why is communication crucial for an organization? [CO1]
 - c) What is horizontal communication? Mention its advantages. [CO1]
 - d) What qualities of speech do you miss in written communication? [CO1]
 - e) How do verbs of state differ from event verbs? [CO4]

Section-B

2. Answer any two questions out of following. [2 x 6 = 12]
- a) What does Grapevine refer to in an organization? Is it useful or harmful to the organization? Justify your answer. [CO1]
 - b) Explain how two-way communication is more effective than one-way communication. [CO1]
 - c) Correct the errors in the following sentences: [CO4]
 - i) Either the employees or the manager are responsible for the strike.
 - ii) My friend reached the station before the train arrived.
 - iii) It is you who is responsible for the confusion among the employees.

Section-C

3. Answer any one out of following questions. [1 x 10 = 10]
- a) "Body language speaks before words do – through posture, gesture, facial expression, and eye contact. It reveals our feelings, and shapes how others understand us." Elucidate. [CO1]
 - b) Give an account of psychological and organizational barriers in communication. [CO1]

All the Best

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



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

Semester : 1st Sem. MBA & MBA-W.P.

Batch : 2026-28

Subject : Managerial Economics

Subject Code : MBEV1001

Date : 12.10.2026

Class Test : I

Duration : 1 Hr.

Full Marks : 30

Section-A

1. Answer any four out of following questions.

[4 x 2 = 8]

- a) Mention two exceptions to the law of demand. [CO1]
- b) Define the concept of cross elasticity of demand. [CO1]
- c) What is the statement of law of supply? [CO1]
- d) From the following information find price elasticity of demand
 $P = \text{Rs}80$ $Q = 20$ Units
 $P_1 = \text{Rs}100$ $Q_1 = 15$ Units [CO2]
- e) From the following equations find equilibrium price and quantity $Q_d = 6/P$, $Q_s = 2P+1$ [CO2]

Section-B

2. Answer any two questions out of following.

[2 x 6 = 12]

- a) Explain the various factors determining the demand. [CO2]
- b) What is elasticity of demand? Explain the different types of elasticity of demand. [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 various methods for the measurement of price elasticity of demand. [CO2]

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



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

Semester : 1st Sem. MBA & MBA-W.P.

Batch : 2026-28

Subject : Entrepreneurship & Legal environment

Subject Code : MBEV1004

Date : 12.10.2026

Class Test : I

Duration : 1 Hr.

Full Marks : 30

Section-A

1. Answer any four out of following questions. [4 x 2 = 8]
- What are the components of entrepreneurship? [CO1]
 - Who is drone entrepreneur ? Give two example of drone entrepreneur. [CO1]
 - Who is intrapreneurs? Provide two examples of intrapreneurs. [CO1]
 - Who is Fabian entrepreneur? Give two example of Fabian entrepreneur. [CO1]
 - Define scalability in startup. [CO1]

Section-B

2. Answer any two questions out of following. [2 x 6= 12]
- Explain six differences between entrepreneur & manager. [CO2]
 - What is big Idea? What are different methods of generating big ideas? [CO2]
 - Differentiate between Entrepreneur and Intrapreneur? [CO2]

Section-C

3. Answer any one out of following questions. [1 x 10= 10]
- Define a startup. Explain the roles of incubators and Accelerators in startup with examples of failed and successful startup)? [CO3]
 - How to identify sickness of MSME ? Explain step by steps the roadmap of revival plans for sick MCMEs. [CO3]

All the Best

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



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

Semester : 1st Sem. MBA & MBA-W.P.

Batch : 2026-28

Subject : Mgmt. Lessons from Ancient India

Subject Code : MBEV1005

Date : 12.10.2026

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 Indian Knowledge System and state its relevance to present Management application? [CO1]
- b) Mention any two takeaways from Vedas & Upanishad. [CO1]
- c) Write two leadership qualities associated with Lord Rama. [CO1]
- d) Which quality of Hanuman you like and why? [CO2]
- e) State the relevance of MLAI for Management students. [CO1]

Section-B

2. Answer any two questions out of following.

[2 x 6 = 12]

- a) Explain the need for India-Knowledge System and its importance to management in the contemporary business environment. [CO2]
- b) Discuss the leadership and ethical lessons from the Ramayana and explain their relevance to modern managers. [CO2]
- c) State and explain the evaluation of Indian Knowledge system. [CO3]

Section-C

3. Answer any one out of following questions.

[1 x 10 = 10]

- a) "Modern management practices can be enriched by integrating selected principles of Indian management thought with contemporary management theories." Analyze this statement with suitable examples. [CO4]
- b) Analyze the leadership and strategic management lessons from the Ramayana with special reference to Rama's relationship with Sugriva and Hanuman. How can these lessons be applied to modern organizational teams and strategic alliances. [CO3]

All the Best