

Semester: 7<sup>th</sup> Sem. IMBA  
Batch : 2020-25  
Subject: Fundamental of FRP  
Subject Code: 16IMN701

Date: 29/11/2023  
Class Test: II  
Duration: 1 Hour  
Full Marks: 30

**Section-A**

**A. Answer any four from the following questions. (2X4= 8)**

- a) What are the disadvantages of ERP System?
- b) What is PEOPLE SOFT?
- c) What is BAAN IV?
- d) What is role of Manager in Implementing ERP system?
- e) What are the factors for selection of an ERP package?

**Section-B**

**B. Answer any two from the following questions. (6x2 =12)**

- a) Describe the Three-Tier SAP R/3 structure.
- b) Write the procurement process of ERP packages.
- c) Explain the basic principle of Supply Chain Management.

**Section-C**

**C. Answer any one from the following. (10x1= 10)**

- a) Write the role of Consultants, Vendors and Users in ERP implementation.
- b) Describe the ERP implementation methodology and post implementation issues in detail.

***-: Best of Luck:-***

Semester: 7<sup>th</sup> Sem. IMBA  
Batch : 2020-25  
Subject: Banking & Insurance Management  
Subject Code: 16IMN702

Date: 29/11/2023  
Class Test: II  
Duration: 1 Hour  
Full Marks: 30

**Section-A**

**A. Answer any four from the following questions. (2X4= 8)**

- a) Define asset reconstruction.
- b) Write the difference between RTGS and NEFT.
- c) What is capital adequacy ratio?
- d) What is market risk?

**Section-B**

**B. Answer any two from the following questions. (6x2 =12)**

- a) Describe the three pillars of Basel Accord.
- b) Evaluate the process of money laundering.
- c) Write a short note on Banking Regulation Act 1949.

**Section-C**

**C. Answer any one from the following. (10x1= 10)**

- a) Critically analyze the process of securitization as per SARFESI Act. (Diagram will be appreciated).
- b) Elaborate the principles of Insurance.

***-: Best of Luck:-***

Semester: 7<sup>th</sup> Sem. IMBA  
Batch : 2020-25  
Subject: Managerial Economics  
Subject Code: 16IMN703

Date: 29/11/2023  
Class Test: II  
Duration: 1 Hour  
Full Marks: 30

**Section-A**

**A. Answer any four from the following questions.**

**(2X4= 8)**

- a) What is Isoquant?
- b) What is Iso-cost line?
- c) What is the Law of Return to Scale?
- d) Define MRTSLK.
- e) What is Oligopoly market structure?

**Section-B**

**B. Answer any two from the following questions.**

**(6x2 =12)**

- a) Discuss the three stages in the Law of Variable Proportion.
- b) Discuss the features of Monopolistic Competition.
- c) How the equilibrium price and output will be determined in Kinked Demand Curve Model?

**Section-C**

**C. Answer any one from the following.**

**(10x1= 10)**

- a) Diagrammatically explain the short-run and long-run equilibrium of the firm under Perfect Competition.
- b) Diagrammatically explain the short-run and long-run equilibrium of the firm under Monopoly.

***-: Best of Luck:-***

Semester: 7<sup>th</sup> Sem. IMBA  
Batch : 2020-25  
Subject: International Business  
Subject Code: 16IMN704

Date: 30/11/2023  
Class Test: II  
Duration: 1 Hour  
Full Marks: 30

**Section-A**

**A. Answer any four from the following questions. (2X4= 8)**

- a) What is the disadvantage of Comparative Cost Advantage Theory?
- b) What are the four factors in Porter's Diamond Model?
- c) What are the Host country benefits of FDI?
- d) What is a Regional Trading Block (RTB)?
- e) State what is meant by Expatriate Manager with example.

**Section-B**

**B. Answer any two from the following questions. (6x2 =12)**

- a) In the forms of FDI, make a comparison of Acquisition-versus-Greenfield investments with suitable examples.
- b) What is meant by FTA and how is it similar to and different from PTA?
- c) Make a comparative analysis of Make or Buy decision in International Business context, with suitable industry examples.

**Section-C**

**C. Answer any one from the following. (10x1= 10)**

- a) In terms of current scenario, do you think India is doing good in terms of attracting FDI and FII? Explain your answer with logical examples and give suggestions for improvements.
- b) Explain in detail what are the International Environmental factors to be properly scanned before formulating International Business Strategy for an IT company (like TCS for example).

***-: Best of Luck:-***

Semester: 7<sup>th</sup> Sem. IMBA  
Batch : 2020-25  
Subject: Corporate Strategy  
Subject Code: 16IMN705

Date: 30/11/2023  
Class Test: II  
Duration: 1 Hour  
Full Marks: 30

**Section-A**

**A. Answer any four from the following questions.**

**(2X4= 8)**

- a) What is meant by strategic group?
- b) What do you understand by bargaining power of buyers?
- c) What is meant by stability strategy?
- d) What is an “embryonic industry”?
- e) What is meant by horizontal integration?

**Section-B**

**B. Answer any two from the following questions.**

**(6x2 =12)**

- a) What is core competency? Explain how core competency can lay down the foundation for desired competitive advantages of the organization.
- b) Explain the various types of retrenchment strategies along with their applicability.
- c) With a schematic diagram, explain Value Chain analysis. Enumerate the various steps involved in it.

**Section-C**

**C. Answer any one from the following.**

**(10x1= 10)**

- a) Explain the GE Nine Cell Matrix with a schematic diagram.
- b) With the help of a schematic diagram, explain the various components of BCG Matrix along with suitable examples.

***-: Best of Luck:-***