

ASTHA School of Management

Bhubaneswar

Ref.No. ASM/7263/2023

Date -20/02/2023

CIRCULAR

It is hereby informed to all the faculty members to submit question papers for the 1st internal examination of 1st Semester 2022-23 in their respective subjects by considering Course outcomes of their subjects on or before 23/02/2023 to examcell.astha@gmail.com. The format for question paper preparation is as follows.

Time: 1hr. 30minutes

Full marks: 30

PART -I

Q.1. Short answer type questions (Answer All- 10)

[1x10]

- a.
- b.
- .
- .
- j.

PART-II

Q.2. Focused-Short Answer type questions (Answer All- 2)

[5x2]

- a.
- b.

PART-III

Long Answer type questions (Application oriented/ Case based)

[10x1]

Q.3.



Principal

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BHUBANESWAR

Ref.No.- ASM/7577/23

Date -31/03/2023

CIRCULAR

It is hereby informed to all the faculty members to submit question papers for the 2nd internal examination of 1st Semester-2022-23 in their respective subjects by considering Course outcomes of their subjects on or before **03/04/2023** to examcell.astha@gmail.com. The format for question paper preparation is as follows.

Time: 1hr.

Full marks: 30

PART -I

Q.1. Short answer type questions (Answer All- 5)

[2x5]

- a.
- b.
- c.
- d.
- e.

PART-II

Q.2. Focused-Short Answer type questions (Answer any two out of three)

[5x2]

- a.
- b.
- c.

PART-III

Long Answer type questions (Answer any one out of two)

[10x1]

- Q.3.
- Q.4.



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Ref.No. ASM/7652/23

Date -02/06/2023

CIRCULAR

It is hereby informed to all the faculty members to submit question papers for the 1st internal examination of 2nd Semester-2022-23 in their respective subjects by considering Course outcomes of their subjects on or before **03/06/2023** to examecell.astha@gmail.com. The format for question paper preparation is as follows.

Time: 1hr.

Full marks: 30

PART-I

Q.1. Short answer type questions (Answer All- 10)

[1x10]

- a.
- b.
- .
- .
- j.

PART-II

Q.2. Focused-Short Answer type questions (Answer All- 2)

[5x2]

- a.
- b.

PART-III

Long Answer type questions (Application oriented/ Case based)

[10x1]

Q.3.


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**ASTHA SCHOOL OF MANAGEMENT,
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Ref No: ASIM/7715/23

Dated-21/07/2023



CIRCULAR

It is hereby informed to all the Faculty members to submit question papers for the 2nd Internal Examination of 2nd Semester (2022-23) in their respective subjects on or before **24/07/2023** to examcell.astha@gmail.com. The format for question preparation is as follows.

Time: 1hr.

Full marks: 30

PART - I

Q.1. Short answer type questions (Answer All – 7)

a.

b.

c.

d.

e.

f.

g.

PART – II

Long Answer type questions (Answer any one out of two)

Q.2.

Q.3.


21.7.23

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**ASTHA SCHOOL OF MANAGEMENT,
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Ref No: ASM/22.6.1/23

Dated-19/02/2023



CIRCULAR

It is hereby informed to all the Faculty members to submit question papers for the 1st Internal Examination of 3rd Semester (2022-23) in their respective subjects on or before 24/02/2023 to examcell.astha@gmail.com . The format for question preparation is as follows.

Time: 1hr.

Full marks: 30

PART - I

Q.1. Short answer type questions (Answer All – 7)

- a.
- b.
- c.
- d.
- e.
- f.
- g.

PART – II

Long Answer type questions (Answer any one out of two)

Q.2.

Q.3.

JLS
19.2.23
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Ref No: ASM/7575/23

Dated-30/03/2023



CIRCULAR

It is hereby informed to all the Faculty members to submit question papers for the 2nd Internal Examination of 3rd Semester (2022-23) in their respective subjects on or before **02/04/2023** to examcell.astha@gmail.com . The format for question preparation is as follows.

Time: 1hr.

Full marks: 30

PART - I

Q.1. Short answer type questions (Answer All – 7)

- a.
- b.
- c.
- d.
- e.
- f.

PART – II

Long Answer type questions (Answer any one out of two)

Q.2.

Q.3.


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**ASTHA SCHOOL OF MANAGEMENT,
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RefNo: ASM/7653/23

Dated-02/06/2023



CIRCULAR

It is hereby informed to all the Faculty members to submit question papers for the 1st Internal Examination of 4th Semester (2022-23) in their respective subjects on or before **03/06/2023** to examcell.astha@gmail.com. The format for question preparation is as follows.

Time: 1hr.

Full marks: 30

PART - I

Q.1. Short answer type questions (Answer All – 7)

- a.
- b.
- c.
- d.
- e.
- f.

PART – II

g. Long Answer type questions (Answer any one out of two)

Q.2.

Q.3.

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**ASTHA SCHOOL OF MANAGEMENT,
BHUBANESWAR**

Ref No: ASM/7715/23

Dated-21/07/2023



CIRCULAR

It is hereby informed to all the Faculty members to submit question papers for the 2nd Internal Examination of 4th Semester (2022-23) in their respective subjects on or before **24/07/2023** to **examcell.astha@gmail.com**. The format for question preparation is as follows.

Time: 1hr.

Full marks: 30

PART - I

Q.1. Short answer type questions (Answer All – 7)

- a.
- b.
- c.
- d.
- e.
- f.
- g.

PART – II

Long Answer type questions (Answer any one out of two)

Q.2.

Q.3.


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Ref. No.: ASM/7262/2023

Date: 20.02.2023

INTERNAL EXAMINATION NOTICE

It is hereby informed to all the MBA 1st Semester students (Batch-2022-24) that their 1st Internal Examination will be held from 27.02.2023 to 01.03.2023 as per the following schedule.

DATE	1 ST SITTING 10.00 AM - 11.30 AM	2 ND SITTING 12.30 PM - 2.00 PM	3 RD SITTING 3.00 PM - 4.30 PM
27.02.2023	FAA	BEE	MM
28.02.2023	DS	OB	MP
01.03.2023	ME	BC	BL



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Ref. No.: ASM/7576/23

Date: 31.03.2023

INTERNAL EXAMINATION NOTICE

It is hereby informed to all the MBA 1st Semester students (Batch-2022-24) that their 2nd Internal Examination will be held in OFF LINE mode from 06.04.2023 to 10.04.2023 as per the following schedule.

DATE	1 ST SITTING 2.00 PM - 3.00 PM	2 ND SITTING 3.30PM - 4.30 PM	3 RD SITTING 5.00 PM - 6.00 PM
06.04.2023	ME	MM	BEE
08.04.2023	DS	OB	MP
10.04.2023	FAA	BC	BL


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Ref. No.: ASM/7653/23

Date: 02.06.2023

INTERNAL EXAMINATION NOTICE

It is hereby informed to all the MBA 2nd Semester students (Batch-2022-24) that their 1st Internal Examination will be held in OFF LINE mode from 07.06.2023 to 09.06.2023 as per the following schedule.

DATE	1 ST SITTING 10.00 AM - 11.00 AM	2 ND SITTING 12.00PM - 1.00 PM	3rd SITTING 3.00PM -4.00 PM
07.06.2023	CF	CS	IB
08.06.2023	BR	HRM	ERP
09.06.2023	OM	IFSS	ED


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ASTHA SCHOOL OF MANAGEMENT
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Ref No: ASM/7715/23

Date: 21/07/2023

INTERNAL EXAMINATION NOTICE

It is hereby informed to all the MBA 2nd Semester students (Batch- 2022-23) that their Class Test- II will be held from 26/07/2023 to 28 /07/2023 as per the following schedule.

DATE	1 ST SITTING 10.00 AM – 11.00 AM	2 ND SITTING 12.00 AM – 1.00 AM	3 RD SITTING 3.00 PM – 4.00 PM
26.07.2023	CF	CS	IB
27.07.2023	BR	HRM	ERP
28.07.2023	OM	IFSS	ED

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ASTHA SCHOOL OF MANAGEMENT
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Ref No: Asm/7261/2023

Date: 19/02/2023

INTERNAL EXAMINATION NOTICE

It is hereby informed to all the **MBA 3rd Semester students (Batch- 2021-23)** that their **Class Test-I** will be held from **26/02/2023** to **01/03/2023** as per the following schedule.

DATE	1 ST SITTING(SPL 1 & SPL 2) 10.00 AM – 11.00 AM	2 ND SITTING(SPL 1 & SPL 2) 11.30 AM – 12.30 AM	3 RD SITTING(SPL 1 & SPL 2) 2.30 PM – 3.30 PM	4 TH SITTING(SPL 1 & SPL 2) 4.00 PM – 5.00 PM
26/02/2023	Consumer Behaviour	Supply Chain Management & Logistic	Manpower Planning	Security Analysis & Portfolio Management
27/02/2023	Sales & Distribution Management	Pricing & Revenue Management	Employee Relations	Financial Derivatives
28/02/2023	Digital & Social Media Marketing	Operations Strategy	Compensation and Benefit Management	Management Accounting
01/03/2023	Service Marketing	Sales & Operation Planning	Performance Management System	Project Appraisal and Finance


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ASTHA SCHOOL OF MANAGEMENT
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Ref NO: ASM/7575/23

Date: 30/03/2023

INTERNAL EXAMINATION NOTICE

It is hereby informed to all the MBA 3rd Semester students (Batch- 2021-23) that their Class Test-II will be held from 06/04/2023 to 11/04/2023 as per the following schedule.

DATE	1 ST SITTING (SPL 1 & SPL 2) 10.00 AM – 11.00 AM	2 ND SITTING (SPL 1 & SPL 2) 11.30 AM – 12.30 AM	3 RD SITTING (SPL 1 & SPL 2) 2.30 PM – 3.30 PM	4 TH SITTING (SPL 1 & SPL 2) 4.00 PM – 5.00 PM
06/04/2023	Consumer Behaviour	Supply Chain Management & Logistic	Manpower Planning	Security Analysis & Portfolio Management
08/04/2023	Sales & Distribution Management	Pricing & Revenue Management	Employee Relations	Financial Derivatives
10/04/2023	Digital & Social Media Marketing	Operations Strategy	Compensation and Benefit Management	Management Accounting
11/04/2023	Service Marketing	Sales & Operation Planning	Performance Management System	Project Appraisal and Finance

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ASTHA SCHOOL OF MANAGEMENT
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Ref No: ASM/7853/23

Date: 02/06/2023

INTERNAL EXAMINATION NOTICE

It is hereby informed to all the MBA 4th Semester students (Batch- 2022-23) that their Class Test- I will be held from 12/06/2023 to 14 /06/2023 as per the following schedule.

DATE	1 ST SITTING(SPL 1 & SPL 2) 10.00 AM – 11.00 AM	2 ND SITTING(SPL 1 & SPL 2) 11.30 AM – 12.30 AM	3 RD SITTING(SPL 1 & SPL 2) 1.30 PM – 2.30 PM	4 TH SITTING(SPL 1 & SPL 2) 3.00 PM – 4.00 PM
12.06.2023	Business Taxation	Retail Management	Team Dynamics at Work	Management of Manufacturing System
13.06.2023	Behavioural Finance	Product and Branding Management	Strategic HRM	Sourcing Management
14.06.2023	Mergers and Corporate Restructuring	B2B Marketing	Industrial Legislations	Operations Research Applications


2,6,23

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ASTHA SCHOOL OF MANAGEMENT
BHUBANESWAR

Ref No: ASM/7715/23

Date: 21/07/2023

INTERNAL EXAMINATION NOTICE

It is hereby informed to all the MBA 4th Semester students (Batch- 2022-23) that their Class Test- II will be held from 24/07/2023 to 26 /07/2023 as per the following schedule.

DATE	1 ST SITTING(SPL 1 & SPL 2) 10.00 AM – 11.00 AM	2 ND SITTING(SPL 1 & SPL 2) 11.30 AM – 12.30 AM	3 RD SITTING(SPL 1 & SPL 2) 1.30 PM – 2.30 PM	4 TH SITTING(SPL 1 & SPL 2) 3.00 PM – 4.00 PM
24.07.2023	Business Taxation	Retail Management	Team Dynamics at Work	Management of Manufacturing System
25.07.2023	Behavioural Finance	Product and Branding Management	Strategic HRM	Sourcing Management
26.07.2023	Mergers and Corporate Restructuring	B2B Marketing	Industrial Legislations	Operations Research Applications


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QUIZ NOTICE

Ref. No: - ASM/7095(1)/22

Date: - 01/11/2022

It is hereby informed to all the MBA 1st Semester students (2022-23) that the Quiz, carrying weightage of 10 Marks, will be held from 07/11/2022 to 12/11/2022 in the respective subject classes.

Attendance is mandatory for all.



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QUIZ NOTICE

Ref. No: - ASM/7120 (2)/22

Date: - 14/11/2022

It is hereby informed to all the MBA **3rd Semester** students (2022-23) that the Quiz, carrying weightage of 10 Marks, will be held from 21/11/2022 to 26/11/2022 in the respective subject classes.

Attendance is mandatory for all.



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QUIZ NOTICE

Ref. No: - ASM/7693(1)/23

Date: - 16/06/2023

It is hereby informed to all the MBA **2nd Semester** students (2022-23) that the Quiz, carrying weightage of 10 Marks, will be held from 21/06/2023 to 25/06/2023 in the respective subject classes.

Attendance is mandatory for all.



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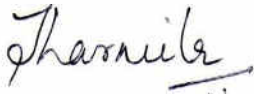
QUIZ NOTICE

Ref. No: - ASM/7700 (U)/23

Date: - 19/06/2023

It is hereby informed to all the MBA **4th Semester** students (2022-23) that the Quiz, carrying weightage of 10 Marks, will be held from 23/06/2023 to 29/06/2023 in the respective subject classes.

Attendance is mandatory for all.



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NOTICE


Ref. No: - ASM/6999(1)/22

Date: - 03/08/2022

As per the course plan (with Evaluation component) submitted by the Faculty members, the following assessment and evaluation component for the internal examination are approved for Academic year 2022-23.

S. No.	Examination	Marks
1	Class Test-I	30 Marks
2	Class Test-II	30 Marks
3	Quiz Test	10 Marks
4	Assignment/Presentation/Project Work/Field Study/Other Skill	30 Marks
	Total	100 Marks

The overall 50 Marks will be calculated by converting the above score on cumulative basis.



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ASTHA School of Management
Bhubaneswar

EXPERIENTIAL LEARNING NOTICE

Ref. No: - *ASM/7700(2)/23*

Date: - 19/06/2023

It is for the information of all the 1st semester students session 2022-23 that the classes shall be remain suspended 11 may to 14 may 2022 in order to facilitate field study and project work.

Further the management has been kind enough to provide bus facility to the student. The bus will ply from the Institute to Rasulgarh square as per the following schedule.

1. First bus will service will be available at 10.30 AM. It will return from Rasulgarh at 11.00 AM.
2. Second bus service will be available at 2.00 PM. It will return from Rasulgarh at 2.30 PM.
3. Third bus service will be available at 6.00 PM. It will return to institute at 6.30 PM.

All the students are required to submit their reports (Hard Copy) to their respective subject teachers by 21 May 2022.

Tharnika

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CC: - Exam Notice Board/Exam Section/Faculty Members

ASTHA School of Management
Bhubaneswar

EXPERIENTIAL LEARNING NOTICE

Ref. No: - ASM/8924 (2)/22

Date: - 31/05/2022

It is for the information of all the 3rd semester students session 2022-23 that the classes shall be remain suspended 06 Jun to 10 June 2022 in order to facilitate field study and project work.

Further the management has been kind enough to provide bus facility to the student. The bus will ply from the Institute to Rasulgarh square as per the following schedule.

1. First bus will service will be available at 10.30 AM. It will return from Rasulgarh at 11.00 AM.
2. Second bus service will be available at 2.00 PM. It will return from Rasulgarh at 2.30 PM.
3. Third bus service will be available at 6.00 PM. It will return to institute at 6.30 PM.

All the students are required to submit their reports (Hard Copy) to their respective subject teachers by 17 June 2022.



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Bhubaneswar

EXPERIENTIAL LEARNING NOTICE

Ref. No: - ASM/7081(1)/22

Date: - 20/10/2022

It is for the information of all the 2nd semester students session 2022-23 that the classes shall be remain suspended 21 Oct to 01 Nov 2022 in order to facilitate field study and project work.

Further the management has been kind enough to provide bus facility to the student. The bus will ply from the Institute to Rasulgarh square as per the following schedule.

1. First bus will service will be available at 10.30 AM. It will return from Rasulgarh at 11.00 AM.
2. Second bus service will be available at 2.00 PM. It will return from Rasulgarh at 2.30 PM.
3. Third bus service will be available at 6.00 PM. It will return to institute at 6.30 PM.

All the students are required to submit their reports (Hard Copy) to their respective subject teachers by 08 Nov 2022.



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EXPERIENTIAL LEARNING NOTICE

Ref. No: - *Asm/6999(2)/22*

Date: - 03/08/2022

It is for the information of all the 4th semester students session 2022-23 that the classes shall be remain suspended 11 Aug to 14 Aug 2022 in order to facilitate field study and project work.

Further the management has been kind enough to provide bus facility to the student. The bus will ply from the Institute to Rasulgarh square as per the following schedule.

1. First bus will service will be available at 10.30 AM. It will return from Rasulgarh at 11.00 AM.
2. Second bus service will be available at 2.00 PM. It will return from Rasulgarh at 2.30 PM.
3. Third bus service will be available at 6.00 PM. It will return to institute at 6.30 PM.

All the students are required to submit their reports (Hard Copy) to their respective subject teachers by 22 Aug 2022.



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ASTHA SCHOOL OF MANAGEMENT
2nd Semester MBA (2022-23)
Class Test- I
Sub: OM (18MBA205)

Time: 1 hr.

Full marks: 30

PART -I

Q.1. Short answer type questions (Answer All- 10)

[1x10=10]

- a) What is lead time?
- b) What do you mean by diseconomies of scale?
- c) What do you mean by Order Winner?
- d) Write the formula for Standard time.
- e) What is Normal time?
- f) What is Batch Production?
- g) What is Chase Strategy?
- h) What is Job shop?
- i) Give an example of Mass Production.
- j) What is Aggregate Planning?

PART-II

Q.2. Focused-Short Answer type questions (Answer All-2)

[5x2=10]

- a) Explain various types of process strategies followed by organizations.
- b) Differentiate between Product & Service.

PART-III

[10]

Q.3. Explain the responsibilities of an Operation Manager with respect to a Steel Manufacturing Company.

ASTHA SCHOOL OF MANAGEMENT

Class Test-II

Subject: Business Law

(2nd Semester 2022-23)

Subject code: 18MBA-108

Time Allowed-1 Hour

Full Mmark-30

Part-1

Q- 1. Short Answer type Question (Answer all Questions)

(2*5=10)

- i) What is Ultra Vires?
- ii) What do you mean by Agency by Estoppels?
- iii) Who is a Consumer as per Consumer protection Act?
- iv) A entered into an agreement with B to take his truck for commercial use with a monthly consideration. State who is the Bailor and who is the Bailee?
- v) What do you mean by perpetual Succession?

Part-2

Q- 2. Focused Short Answer type Questions. (Answer any two)

(5*2=10)

- i) Distinguish between Sale and Agreement to Sale?
- ii) Briefly describe about various kinds of Agency?
- iii) Briefly explain about MOA & AOA?

Part-3

Q- 3. Long Answer type Question (Answer any one)

(10*1=10)

- i) Explain different features of Company under company act 2013?

Case Study

- ii) Mr. Akash books a Cream Color Maruti Alto Car by Paying Rs.100000/- on 15th July 2018. The Showroom authority informed Akash that his Maruti Car Allotment has matured for delivery on 16th February 2019. On 1st March 2019 Akash paid a sum of Rs.483510/- towards the total cost of the Car, on the same day there is an increase in the excise duty payable, causing a price hike of Rs.67100/-. On 18th March 2019 Akash received a letter from the showroom authority to deposit the excess amount payable. On 5th April 2019 Akash under protest pays the excess amount. Thereafter he applied before the district Consumer Forum against the excess payment. Will he succeed if yes give reasons, if no also give reasons?

ASTHA SCHOOL OF MANAGEMENT
1st Semester MBA (2022-23)
Class Test- II
Sub: Managerial Economics (18MBA101)

Time: 1 hr.30 minutes

Full marks: 30

Part-I

Q.1. Answer All. (Answer All-5)

(2x5= 10)

- A. What do you mean by Marginal Cost?**
- B. Define Revenue.**
- C. Discuss different causes of decreasing return to Scale.**
- D. How does the Monopoly market differ from the Monopolistic Market?**
- E. What is a Cartel Model?**

Part-II

Q.2. Answer the following. (Answer any two out of three)

(5x2= 10)

- a. Explain Economies and diseconomies of scale.**
- b. Discuss the law of return to scale.**
- c. What are the different types of cost associated in production function?**

Part-III

Answer the following. (Answer any one out of two)

(10x1= 10)

- Q.3. What do you understand by Perfect Market? Discuss the price determination under perfect competition.**
- Q.4. Explain different concepts of National Income. How will it contribute to the circular flow model?**

1st Internal Examination: 3rd Semester -2022-23
Question

Subject: Consumer Behavior (18MBA301A)

Time: 1hour

Full Marks: 30

PART -I

Q1. Short Answer type question (Answer All-5) (2X5)

- a. Denote the types of learning.
- b. Which level of information consumer can retain?
- c. Who was Sigmund Freud?
- d. What are the attributed of Gestalt Theory.
- e. Write the full form of VALS.

PART –II

Q2. Focused- Short Answer type question (Answer All-2) (5X2)

- a. Explain the consumer decision making process for basic electronic product of Bajaj Electronics, Bhubaneswar, with an example of a single product.
- b. Create a model of innovative product as per “Diffusion of Innovation” and explain the attributes with a diagram.

PART –III

Q3. Case Study (10X1)

The caselet examines the entry of Maruti Udyog Limited (MUL), the leading Indian car manufacturer, into the used car market. Between the late 1990s and early 2000s, MUL found its profit margins going down. This made it imperative for it to look for other revenue generating avenues, and this included the entry into the user car market in India. Maruti used its customer relations practices to build customer loyalty and word-of-mouth awareness. Role of word-of-mouth was favorable in developing new business for the company. The role of changing demographics in developing new markets, Maruti Udyog Limited (MUL), the largest automobile company in India in 2005, came into existence through an Act of Parliament in 1981. In 1982, MUL entered into a joint venture with Suzuki Motor Company of Japan to manufacture cars in India. With the entry of MUL, the car market in India started growing. It was after the entry of companies like MUL, Ford, Mahindra, etc., that the organized used car market in India attained critical mass. To what extent has the entry of these players changed the consumer behavior towards the used car market? "In 2001, MUL, the market leader in the car industry in India, entered the used-car market in India by launching its True Value operations." How will the entry of Maruti into the used car market help the company to maintain its leadership position in the Indian car market? In 2024, MUL has different sales channel such as ARENA, NEXA, TRU VALUE and COMMERCIAL with service partners MARUTI SUZUKI DRIVING SCHOOL, SMART FINANCE, REWARDS, GENUINE ASSESSORIES and leasing.

Question: Create a VALS: Diffusion of Innovation model for the future growth of Company.