

**ASTHA SCHOOL OF MANAGEMENT**  
**BHUBANESWAR**

Ref.No. ASM/8854/24

Date -07/10/2024

**CIRCULAR**

It is hereby informed to all the faculty members to submit question papers for the 1<sup>st</sup> internal examination of **1<sup>st</sup> Semester-2024-25** in their respective subjects by considering Course outcomes of their subjects on or before **09/10/2024** to [examecell.astha@gmail.com](mailto: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- 5)

[2x5]

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

**PART-II**

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

[ 5x2]

- a.
- b.

**PART-III**

Q.3. Case Study

[10]

*Sharnita*

Principal

Astha School of Management

Principal

**Astha School Of Management**

**ASTHA SCHOOL OF MANAGEMENT**  
**BHUBANESWAR**

Ref.No. *ASM/8841/24*

Date -01/10/2024

**CIRCULAR**

It is hereby informed to all the faculty members to submit question papers for the 1<sup>st</sup> internal examination of **3<sup>rd</sup> Semester-2024-25** in their respective subjects (**All Specializations**) by considering Course outcomes of their subjects on or before **02/10/2024** to [examcell.astha@gmail.com](mailto: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 All- 2)

[ 5x2]

- a.
- b.

**PART-III**

Q.3. Case Study

[10]

*Sharnita*  
Principal *11/10/24*

Astha School of Management  
Principal  
Astha School Of Management

**ASTHA SCHOOL OF MANAGEMENT**  
**BHUBANESWAR**

Ref.No.-ASM/2024/25

Date -01/03/2025

**CIRCULAR**

It is hereby informed to all the Faculty members to submit question papers for the 1<sup>st</sup> internal examination of 4<sup>th</sup> Semester-2024-25 in their respective subjects on or before **04/03/2025** to [examcell.astha@gmail.com](mailto:examcell.astha@gmail.com). The format for question paper preparation is as follows.

Time: 1hr.

Full marks: 15

**PART -I**

Q.1. Short answer type questions (Answer All- 5) [1x5]

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

**PART-II**

Q.2. Focused-Short Answer type questions (Answer any two out of four) [ 5x2]

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

Further the Faculty members are required to submit the probable questions with model answers to [examcell.astha@gmail.com](mailto:examcell.astha@gmail.com) by **06.03.2025**.

1. Short answer type questions- **20** questions with model answers
2. Focused-Short Answer type questions- **10** questions with model answers

  
Principal

Astha School of Management  
Principal  
Astha School Of Management

**ASTHA SCHOOL OF MANAGEMENT**  
**BHUBANESWAR**

Ref.No.- *ASM/9171/25*

Date -10/03/2025

**CIRCULAR**

It is hereby informed to all the Faculty members to submit question papers for the 1<sup>st</sup> internal examination of 2<sup>nd</sup> Semester-2024-25 in their respective subjects on or before 12/03/2025 to [examcell.astha@gmail.com](mailto:examcell.astha@gmail.com). The format for question paper preparation is as follows.

Time: 1hr.

Full marks: 15

**PART -I**

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

[1x5]

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

**PART-II**

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

[ 5x2]

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

Further the Faculty members are required to submit the probable questions with model answers to [examcell.astha@gmail.com](mailto:examcell.astha@gmail.com) by 13.03.2025.

1. Short answer type questions- 20 questions with model answers
2. Focused-Short Answer type questions- 10 questions with model answers

*Tharunika*  
Principal

Astha School of Management  
Principal  
Astha School Of Management

# ASTHA School of Management

Bhubaneswar

## QUIZ NOTICE

Ref. No. *ASM/8861(1)/24*

Date: 20.11.2024

It is hereby informed to all the MBA 1st Semester students (Session-2024-25) that the Quiz, carrying weightage of 10 Marks, will be held from 25.11.2024 to 30.11.2024 in the respective subject classes.

Attendance is mandatory for all.

*J. Ananta*

Principal  
ASTHA School of Management

Principal  
Astha School Of Management

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

**ASTHA School of Management**  
**Bhubaneswar**  
**QUIZ NOTICE**

Ref. No. *Asm/8858(1)/24*

Date: 12.10.2024

It is hereby informed to all the MBA 3rd Semester students (Session-2024-25) that the Quiz, carrying weightage of 10 Marks, will be held from 16.10.2024 to 19.10.2024 in the respective subject classes.

Attendance is mandatory for all.

*J. S. S. S.*

**Principal**  
**ASTHA School of Management**  
Principal  
Astha School Of Management

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

**ASTHA SCHOOL OF MANAGEMENT**  
**1<sup>st</sup> Semester MBA (2024-25)**  
**Class Test- I**  
**Sub: BC (MBEV1002)**

Time: 1 hr.

Full marks: 30

All the Questions are Compulsory.

Question 1 (2\*5)

- a) Illustrate the communication process using the process diagram.
- b) What is kinesics? What does it include?
- c) Define Grapevine.
- d) What does the ABC of communication indicate?
- e) What is NOISE in communication?

Question 2 (5\*2)

- a) Explain the formal organisational communication channels with examples.
- b) How effective is non-verbal communication? What are its disadvantages? Discuss.

Question 3 (Case Study) (10)

At Astute Corporation, Marketing Director Raj Patel sent a company-wide memo announcing changes to the branding strategy. The memo outlined new guidelines for logo usage, color schemes, and tone of voice.

**Memo**

To: All the employees, Astute Corporation

From: Raj Patel, Marketing Director

Subject: Exciting Updates to Our Branding Strategy

Dear Team,

As we continue to grow and evolve, it's essential we refresh our brand identity to reflect our values and mission. Below are key changes:

- New logo: Modernized design incorporating our signature colors.
- Color scheme: Updated palette enhancing digital visibility.
- Tone of voice: Confident, approachable, and innovative.

These changes will enhance our market presence, improve customer engagement, and foster a cohesive brand experience.

Training sessions and resources will be provided to ensure seamless integration.

Your feedback is valued.

Best regards,

Raj Patel

However, the response was unexpected. Sales team members began questioning the changes; they thought that frequent changes will dilute their brand identity and expressed concerns that the new branding would alienate their existing clients. IT department employees felt the updated logo would require costly software upgrades. Customer Service representatives worried the tone of voice would come across as insensitive.

Raj was perplexed to view such a negative response from his team. He believed the memo clearly communicated the benefits of the rebranding strategy that he had proposed. In fact, on a previous occasion, Raj had collaborated successfully with cross-functional teams. All the employees had undergone communication and diversity training and company-wide surveys indicated high employee satisfaction. The company culture also valued open feedback. Then what was wrong?

Questions:

1. Analyze the case study using the diagnostic method. (Hint: brand identity, logo, and tone of voice are a specific type of communication)
2. Do you think an organization should keep changing its logo often? Explain taking cues from the above case.

**ASTHA SCHOOL OF MANAGEMENT**  
**1<sup>st</sup> Semester MBA (2024-25)**  
**Class Test- I**  
**Sub: FAA (MBPC1003)**

**Time-1Hour**

**Full Marks – 30**

**PART-I**

**1. Short Answer type Questions (Answer All)**

**(2x5=10)**

- (i) What is Bookkeeping and Accounting?
- (ii) Define the term Capital?
- (iii) What are the Internal and External users of Accounting Information?
- (iv) Sanjay purchased a Motor cycle for his Son and recorded it as purchase of Asset in the books of Business. Which principle do Sanjay violated?
- (v) What do you mean by Accounting equation?

**PART-II**

**2. Focused Short Answer type Questions (Answer All)**

**(5x2=10)**

- (i) What do you mean by dual aspect concept? Explain it briefly.
- (ii) Explain various concept of Accounting?

**PART-III**

**3. Case Study**

**(10x1=10)**

- Bharat started Business with Cash- 3,00,000/-
- Purchased Goods for Cash – 25000/-
- Purchased Machine for Cash -55,000/-
- Purchased goods on Credit-45,000/-
- Paid Salary-12,000/-
- Paid Rent -500/-
- Rent outstanding 100/-
- Bought refrigerator for personal use 5000/-
- Sold Goods for Cash costing 50,000/- for 65,000/-
- Sold Goods on Credit costing 60,000/- for 75,000/-

On the basis of the above transaction draw a table and show the Accounting equation.

**ASTHA SCHOOL OF MANAGEMENT**  
**2nd Semester MBA (2024-25)**  
**Class Test- I**  
**Sub: Business Research (MBQT1002)**

Time: 1 hr.

Full marks: 15

**PART I: Short Answer Type Questions (Answer all 5) [1x5= 5 Marks]**

- a. Define Business Research.
- b. Name any two types of Research.
- c. What is the significance of research in business decision making?
- d. What is a hypothesis?
- e. Mention any two sources of secondary data.

**PART II: Focused Short Answer Type Questions (Answer any two out of four) [5x2=10]**

- a. Explain the steps involved in the research process.
- b. State the difference between primary data and secondary data.
- c. Mention the key considerations while designing a questionnaire.
- d. How is a research problem being identified?
- e. What are the advantages and disadvantages of Secondary data ?

**ASTHA SCHOOL OF MANAGEMENT**  
**2nd Semester MBA (2024-25)**  
**Class Test- I**  
**Sub: Human Resources Management (MBPC1006)**

Time: 1 hr.

Full marks: 15

**Part-I**

**Q1. Short answer type questions (answer all)**

**(1\*5)**

- a. What do you mean by HRM?
- b. What is job specification?
- c. What is recruitment?
- d. Mention any two entry level positions in the field of HRM.
- e. Define HR planning.

**Part-II**

**Q2. Focused Short Answer type questions (answer any two out of four)**

**(5\*2)**

- a. Explain the objectives of HRP.
- b. Write the functions of HRM.
- c. What are the special attributes to be possessed by a human resource manager?
- d. Prepare a job description (JD) of a junior HR executive/Financial Analyst/Department Manager.

-----**All the Best**-----