BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

CONSUMER BEHAVIOUR (MBA 3RD SEMESTER)

CLASS TEST – I

Max. Marks: 30

(Figures in the right hand margin indicate marks)

1. **Answer any 4 of the following 5 questions briefly.**   **(2 x 4 = 8)**

a. What is compulsive consumption behavior?

b. What is need for cognition in cognitive personality factors?

d. Who are ethnocentric consumers?

f. Write weber's law.

g. Give one example of subliminal perception.

2. Write short notes on ANY TWO of the following: **(6 x 2 = 12)**

a. Perceptual selection

b. Perceptual Mapping

c. Freud's Principle

3. Answer ANY ONE of the following questions: **(10 x 1 = 10)**

a. Discuss consumer innovativeness related personality traits to differentiate innovators from non-innovators.

b. What is perception? Discuss elements of perception with suitable examples.

CLASS TEST -II

DIGITAL MARKETING

1. Answer any four

a) Write the difference between page view and session
b) How affiliate marketing helps digital marketers?
c) How to calculate keyword density?
d) Difference between Ad Words and Ad Sense?
e) What do you mean by Location Based Search?

2. Answer any two

a. An e-commerce site is planning for display advertisement for this New Year. Kindly suggest the display plan for the same

b. In an ad campaign, between CPC and CPM, how do you evaluate which is the better of the two.

c. Explain AdRank and ad auction model and importance of AdRank?

3. Answer any one

a. A smart watch company wants to do competitive intelligence in terms of web analytics. Suggests the company methods used for tracking competitive intelligence.

b. How consumers are targeted through online marketing tools. Explain in details

CLASS TEST-2

SALES AND DISTRIBUTION MANAGEMENT

3RD SEM MBA 2023

FULL MARKS- 30

TIME- 1 HR

Answer (Any Four) of the following questions: (04x02=08 marks)

1. Channel Oriented Marketing.
2. Distribution strength.
3. Horizontal marketing system.
4. Merchant intermediary.
5. Weighted distribution.

Answer (Any Two) of the following: (06x02=12 marks)

1. What is the channel of distribution? Explain the objectives of distribution channels. Describe the major channels of distribution..
2. Discuss in brief the concept of a 'Vertical Marketing System' with suitable examples.-
3. How can the behavior of the channel members be managed?

Answer (Any One) (10x01= 10 marks)

1. "You can eliminate middlemen, but you cannot eliminate essential distribution activities". Elaborate.
2. Why do conflicts occur in distribution channels? As a sales manager, how could resolve the channel conflict? State it with examples.

SERVICES MARKETING
Class Test-II

Part 1

Write Short notes on

1.Only draw Services Marketing Triangle?
2.What is hard standard?
3.What is a remote encounter?
4.What is search qualities?
What is credence qualities?

Part 2

Any two

5.Explain Service Flower also known as Basic Service Package.
6.Elaborate SERVQUAL.
7.What the challenges in services marketing?

Part 3
Any one

8.List 10 methods to manage demand and capacity.
9.Explain hard standards and soft standards.