# BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES, BHUBANEWAR

Semester: 4th Sem. MBA/ MBA(BA)  
Batch : 2022-24  
Subject: Product & Branding Management  
Subject Code: 18MBA402A  

Date: 19/03/2024  
Class Test: I  
Duration: 1 Hour  
Full Marks: 30  

## Section-A

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

a) What is a product line? CO1

b) Differentiate between fashion and fad. CO4

c) What is meant by shopping goods? CO1

d) Differentiate between expected product and augmented product. CO1

e) What is product length and product depth? CO1

## Section-B

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

a) Write a short note on the factors influencing product management in the emerging Indian market. CO1

b) What are the marketing strategies that can be implemented in the growth and maturity stages of the Product Life Cycle (PLC)? CO4

c) Explain the role of a Product Manager. CO1

## Section-C

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

a) Illustrate on product classification in a product oriented organization. CO1

b) Explain the New Product Development process. CO4

*-: Best of Luck:-*

Semester: 4<sup>th</sup> Sem. MBA/ MBA(BA)

Batch : 2022-24

Subject: Retail Management

Subject Code: 18MBA401A

Date: 20/03/2024

Class Test: I

Duration: 1 Hour

Full Marks: 30

## Section-A

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

a) What is the term for the recent growth of large retail chains in India? CO1

b) Briefly define retailing. CO1

c) Name one factor to consider when choosing a retail location. CO2

d) What is the term for optimizing the use of space within a store? CO2

## Section-B

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

a) Explain the role and importance of retailing in the economy. CO1

b) Describe two different types of retail formats. CO1

c) What is the concept of merchandise planning in retail? CO2

## Section-C

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

a) Discuss the elements of the retail marketing mix and how they influence customer behavior. CO1

b) Explain how technology is changing the retail landscape and how retailers can adapt. CO1

*-: Best of Luck:-*

Semester: 4th Sem. MBA/ MBA(BA)     Date: 21/03/2024
Batch : 2022-24     Class Test: I
Subject: B2B Marketing     Duration: 1 Hour
Subject Code: 18MBA403A     Full Marks: 30

## Section-A

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

a) Provide examples of one B2B product and one B2C product. CO1
b) What are the three categories of B2B Markets? CO1
c) What are the three types of Business Products? CO1
d) What are the three types of buying situations in Business Markets?     CO1
e) Which is more complex; Straight Rebuy or Modified Rebuy? Explain briefly with examples. CO1

## Section-B

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

a) Briefly give examples of entering good, foundation good, and facilitating good in a hospital like Apollo Hospital, Bhubaneswar. CO2
b) What is the role of a Gatekeeper in the Buying Centre? Explain with an example. CO2
c) Are influencers the final decision-makers in a Buying Centre? Explain briefly. CO2

## Section-C

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

a) The backup Diesel generator at BIITM is not functioning properly. Briefly explain the organizational buying process. Explain your answer in the context of buying a new Diesel Generator.  CO3
b) BIITM is planning to buy a new ERP solution to smoothen automatic attendance, updation of marks, and updation of semester fee payment details of all MBA and IMBA students. With the help of a buying centre explain the process BIITM adopts in buying the ERP solution. CO4

*-: Best of Luck:-*