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Total Number of Pages : 02

 Course: IMBA  
 Sub\_Code:16IMN801A
8<sup>th</sup> Semester Regular/Back Examination: 2022-23

SUBJECT: Consumer Behaviour

BRANCH(S): IMBA

Time : 3 Hour

Max Marks : 100

Q.Code : M002

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

## Part-I

Q1 Answer the following questions:

(2 x 10)

- Define Customer loyalty.
- Define the term 'consumer life style'.
- Define the term cross-culture.
- How do you define Market Segment?
- What is Social Stratification?
- Define societal marketing.
- What is Consumer Motivation?
- What do you mean by Utilitarian Customer?
- How do you define Hedonic Customer?
- State different types of needs with suitable examples.

## Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- Define the term Consumer Behavior. Why is the study of consumer behaviour very relevant in today's context? Explain.
- Explain the Engel-Kollat- Blackwell model with suitable examples.
- How advertising have an effect on purchasing decisions of a consumer on this competitive market? Explain with suitable example.
- "The present-day market is consumer-oriented". Explain with the help of an example from Indian context.
- Illustrate how socio-cultural factors impact consumer decision making?
- Interpret how psychographic segmentation has an influence on consumer behavior?
- Explain types of Consumers on the basis of their purchasing value.

- h) Are 'Consumer Attitude' and 'Consumer Perception' the same thing? Justify with suitable examples.
- i) Explain the theory of Diffusion of Innovation.
- j) Discuss the interrelationship between Consumer Behavior and Marketing Mix Strategies with suitable examples.
- k) Elaborate the concept of Black Box.
- l) Socialization is helpful to Individuals in determining his/ her Consumption Criteria. Elaborate, and Illustrate.

### Part-III

#### Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** a) What is the effect of culture and sub-culture on consumer behavior? Explain various strategies adopted by marketers to deal with cross-cultural environments. **(8x2)**
- b) You are planning to buy a new car for family purposes. Describe the decision-making process involved in the purchase of the car. Discuss the critical factors that would influence this purchase-behaviour process.
- Q4** a) What role "age" and "life cycle" play in forming consumer perception? Explain with suitable examples. **(8x2)**
- b) What are the different stages in the family life cycle? Explain how food and beverage marketers would use the family life cycle concept in their strategy.
- Q5** a) What is a reference group? How an understanding of reference group is important to a marketer? In what way do they influence you in purchasing behaviour? **(8x2)**
- b) How does the VALS framework help to predict consumer behavior based on their philosophical beliefs and intellectual curiosity about products?
- Q6** a) "Consumer Behaviour incorporates several major aspects of disciplines such as Sociology, Psychology, Anthropology, and Economics." Elucidate. **(8x2)**
- b) Elaborate the effects of consumers' online shopping goals and their characteristics on perceived interactivity and shopping behaviors.



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Total Number of Pages : 02

Course: IMBA  
Sub\_Code: 16IMN803A

8<sup>th</sup> Semester Regular/Back Examination: 2022-23

SUBJECT: Digital Marketing

BRANCH(S): IMBA

Time : 3 Hour

Max Marks : 100

Q.Code : M041

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

**Part-I**

**Q1 Answer the following questions: (2 x 10)**

- State the characteristics and traits of Gen Y consumers.
- Explain Pay Per Click advertising with a suitable example.
- State how social market networks changed the digital marketing landscape.
- State the key drivers of digital marketing with suitable examples.
- How social media helps to increase your business?
- Define keyword advertising.
- Differentiate between AdWords and AdSense.
- Mention different types of ad tools with its uses.
- Define digital communities with suitable examples.
- State how do you create effective customer engagement of online buyers.

**Part-II**

**Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)**

- Explain the major differences between traditional and digital marketing.
- Explain in brief the applications of digital marketing landscape in business.
- Discuss the major challenges of developing the online content.
- Illustrate various search marketing methods to increase online visibility of products.
- Explain how can you influence the expectations of Gen Y consumers through digital technology.
- Explain the objectives and applications of Google Analytics as a social media tool.
- Explain various factors for segmenting on line consumers with relevant examples.
- What is e-CRM? Discuss the benefits of e-CRM in online banking.
- Analyse the different types of mobile marketing with its advantages.
- Describe the 4 Cs of digital marketing with suitable examples.
- Explain various factors influencing Display Advertisements.
- Define display advertising. Explain its different types.

**Part-III**

**Only Long Answer Type Questions (Answer Any Two out of Four)**

- Q3** Define digital marketing. Critically explain how segmentation and positioning is done by online tools. **(16)**
- Q4** Develop a social media strategy to promote a restaurant you are going to open in your town. What factors would you consider to evaluate its effectiveness? **(16)**
- Q5** Describe different types of mobile marketing. Analyse the best practices for a successful mobile marketing campaign with proper justification. **(16)**
- Q6** Describe content marketing. Explain its importance in today's business with suitable example. **(16)**



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Total Number of Pages: 02

Course: IMBA  
Sub Code: 16IMN802A

8<sup>th</sup> Semester Regular/Back Examination: 2022-23

SUBJECT: Sales & Distribution Management

BRANCH(S): IMBA

Time: 3 Hour

Max Marks: 100

Q.Code: M024

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right-hand margin indicate marks.

**Part-I**

**Q1 Answer the following questions:**

**(2 x 10)**

- a) Define sales territory.
- b) Elaborate the term sales quota.
- c) What is per dealer off take?
- d) What is store layout?
- e) What is horizontal marketing?
- f) Is salesmanship an art or a science? Discuss.
- g) State the nature of sales budget.
- h) Define stock keeping unit.
- i) What is value added selling?
- j) What is omnichannel marketing?

**Part-II**

**Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)**

**(6 x 8)**

- a) "Success of Sales Department largely depends on the Motivation Level". Elaborate this statement and also suggest Motivation Techniques.
- b) What do you mean by sales budgeting process? What are the steps involved in preparing a sales budget?
- c) What is the importance of non-financial incentives in motivating the salesperson illustrates with suitable examples?
- d) What quantitative and qualitative criteria would you use as a sales manager to monitor the sales force's performance?
- e) Explain in detail the association of supply chain strategies have with demand-supply uncertainties.
- f) Suppose you are a salesperson of a cosmetic company, what, according to you, are the essential qualities required for a salesperson?
- g) Outline the sales force management functions to be performed in the organisation. Give illustrations in support of your answer.
- h) "An efficient Channel Information System is critical for the overall success of distribution management function." Explain with justifications.

- i) How motivation, evaluation and compensation are related to each other? Briefly discuss the alternative models of sales force compensation.
- j) What do you mean by sales forecasting? Discuss its various method of sales forecasting technique used for industrial as well as consumer products.
- k) How does transportation benefit & aid the movement of goods in the large-scale retail chain in India?
- l) Write shorts notes on
  - i) Wholesaling and retailing
  - ii) Stock turnover ratio

### Part-III

#### Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** a) Explain the importance of sales management in any business organization. Also, discuss how International Sales Management is different from domestic Sales Management. (8)
- b) What is sales management? Is sales management linked with distribution management? If yes, justify. What do you think are the emerging trends in sales management? Briefly explain them. (8)
- Q4** a) Explain in details the distribution channel strategy. Also explain the various kinds of distribution channel strategy with suitable examples. (8)
- b) Explain the difference between recruitment and selection. Discuss various sources of internal and external recruitment. (8)
- Q5** a) What do you mean by marketing systems? Differentiate between vertical marketing system and Horizontal marketing system. Explain with suitable diagram and examples. (8)
- b) Define channel conflict. What are the reasons for channel conflicts? Briefly explain all the possible stages a channel conflict can go through. Also, explain all the conflict resolution styles in detail. (8)
- Q6** a) Describe important components of an efficient supply chain management system. Suggest ways to measure the performance of the supply chain management. (8)
- b) What do you understand by market logistics? Explain its objectives and decisions of market logistics with suitable examples. (8)