



**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY
& MANAGEMENT STUDIES, BHUBANESWAR**

**Semester : 8TH IMBA
Batch : 2020-25
Subject: Digital Marketing
Subject Code : 16IMN803A**

**Date : 10.04.2024
Class Test : II
Duration : 1 Hr.
Full Marks : 30**

PART-A

- 1. Answer any four out of following questions. (4 x 2 = 8)**
- | | | |
|----|--|-----|
| a) | Write the difference between page view and session | CO1 |
| b) | How affiliate marketing helps digital marketers? | CO2 |
| c) | How to calculate keyword density? | CO2 |
| d) | Differentiate between Ad Words and Ad Sense. | CO2 |
| e) | What do you mean by Location Based Search? | CO5 |

PART-B

- 2. Answer any two questions out of following (2 x 6= 12)**
- | | | |
|----|--|-----|
| a. | An e-commerce site is planning for display advertisement for this New Year. Kindly suggest the display plan for the same | CO4 |
| b. | In an ad campaign, between CPC and CPM, how do you evaluate which is the better of the two? | CO4 |
| c. | Explain AdRank and ad auction model and importance of AdRank. | CO2 |

PART-C

- 3. Answer any one out of following questions. (1 x 10= 10)**
- | | | |
|----|--|-----|
| a. | A smart watch company wants to do competitive intelligence in terms of web analytics. Suggest the company, methods used for tracking competitive intelligence. | CO5 |
| b. | How are consumers targeted through online marketing tools? Explain in details. | CO5 |



**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY
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Semester : 8TH IMBA

Batch : 2020-25

Subject: Sales and Distribution Management

Subject Code : 16IMN802A

Date : 09.04.2024

Class Test : II

Duration : 1 Hr.

Full Marks : 30

PART-A

1. Answer any four out of following questions. (4 x 2 = 8)

- a) What is a vertical marketing system (VMS)? CO2
- b) What do you mean by Depth and width of distribution? CO2
- c) What does the Stock Turnover Ratio measure? CO1
- d) Mention 4 important objectives of Logistics management. CO1

PART-B

2. Answer any two questions out of following (2 x 6= 12)

- a) Describe the concept of Per Dealer Stocking and Percentage Dealer Stocking in retail management. CO1
- b) Evaluate the role of technology in optimizing inventory management processes and minimizing costs. CO2
- c) Highlight key challenges and potential solutions encountered in integrating SCM with online marketing platforms. CO3

PART-C

3. Answer any one out of following questions. (1 x 10= 10)

- a) Discuss the potential risks associated with poor inventory management practices and propose effective strategies to mitigate them. CO2
- b) Discuss the role and significance of SCM in optimizing online marketing operations. CO3

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**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY
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**Semester : 8TH IMBA
Batch : 2020-25
Subject: Consumer Behaviour
Subject Code : 16IMN801A**

**Date : 10.04.2024
Class Test : II
Duration : 1 Hr.
Full Marks : 30**

PART-A

- 1. Answer any four out of following questions. (4 x 2 = 8)**
- | | | |
|----|--|-----|
| a. | What is compulsive consumption behaviour? | CO2 |
| b. | What is Selective Attention and Perceptual Defence? | CO3 |
| c. | Who are ethnocentric consumers and cosmopolitan consumers? | CO3 |
| e. | Write Weber's law. | CO2 |
| e. | Give one example of subliminal perception. | CO2 |

PART-B

- 2. Answer any two questions out of following (2 x 6= 12)**
- | | | |
|----|---|-----|
| a. | ELM Model (Elaboration Likelihood Model) | CO3 |
| b. | Gestalt Theory (Perceptual Organisation) | CO3 |
| c. | Freud's Principle | CO3 |

PART-C

- 3. Answer any one out of following questions. (1 x 10= 10)**
- | | | |
|----|---|-----|
| a. | Elaborate on Tricomponent model. | CO2 |
| b. | What is Perception Mapping? Elaborate on Perceptual Positioning (Product/Price & Quality) | CO2 |

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