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Total Number of Pages: 02

Course: IMBA
Sub_Code: 16IMN801A

8th Semester Regular/Back Examination: 2023-24

SUBJECT: Consumer Behaviour

BRANCH(S): IMBA

Time: 3 Hour

Max Marks: 100

Q.Code : P010

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)

- Identify the various types of needs.
- Define an industrial consumer.
- What is cross culture?
- Define the term Dissonance.
- What do you mean by impulse buying?
- What is Positioning?
- What is Omni Channel behaviour?
- What do you mean by Diffusion and Innovation?
- Explain consumer Personality and self concept.
- Explain Consumer Motivation.

Part-II

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

(6 x 8)

- What do you understand by the term consumer behaviour? Explain in detail various stages of consumer behaviour model.
- Consumer insights play an eminent role in the product development. Do you agree with this statement? Justify your argument with suitable illustration from the industry.
- What are the 7Rs of market strategy implementation? How do they contribute to the marketing mix? Give examples.
- Illustrate the need recognition process. Explain with examples the various factors that can help companies to activate consumer need recognition.
- A manufacturer of household cleaning products is interested in learning what motivates consumers to buy its products. What needs do you think consumers are trying to satisfy when buying and using these products?
- Consumer behaviour is not just about consumption alone. Do you agree with this statement? Describe the other activities that are part of consumer behaviour with suitable examples.
- Describe briefly why should we study consumer behaviour? Justify with an example that consumer behaviour determines the economic health of a nation.
- Explain in detail the biggest opportunities and threats to customer satisfaction in the field of consumer behaviour.

- i) Are 'Consumer Attitude' and 'Consumer Perception' the same thing? Give a logical answer.
- j) Discuss the characteristics and uses of Howard- Sheth model.
- k) Discuss the role of socio-cultural dimensions in consumer behavior.
- l) Discuss the post-purchase behavior of a consumer.

Part-III

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

- Q3** a) Define the terms extended problem-solving, mid-range problem-solving, and limited problem solving. What are the essential differences? **(8x2)**
b) What type of decision process would you expect most people to follow in the initial purchase of a new product or brand in each of these categories: toothpaste, flour, men's cologne, carpeting, toilet tissue, bread, light bulbs, a digital camera, a sports car?
- Q4** a) What are some major factors that influence the buyer's behaviour? State and explain. **(8x2)**
b) What is the Nicosia Model of consumer decision making? Explain.
- Q5** a) Write a detail note on relationship of culture, sub culture with consumer behaviour. **(8x2)**
b) Give a description, in brief, of the Engel Blackwell Miniard Model of the consumer decision making.
- Q6** a) Consumer behaviour incorporates several major aspects of disciplines such as Sociology, Psychology, Anthropology, and Economics. Elucidate. **(8x2)**
b) How is perception measured in consumers? Explain any one method in detail.

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Course: IMBA

Sub_Code: 16IMN802A

8th Semester Regular/Back Examination: 2023-24
SUBJECT : Sales and Distribution Management (SDM)
BRANCH(S): IMBA
Time: 3 Hour
Max Marks: 100
Q. Code: P020

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) What do you mean by a grassroots approach to retailing or Mom-and-Pop stores?
 - b) Explain briefly about reverse logistics.
 - c) Distinguish between vertical and horizontal channel conflict.
 - d) Briefly define the flat and tall sales organization.
 - e) What are the quantitative and qualitative sales forecasting methods? Name them.
 - f) Briefly define the typical levels of the channel of distribution.
 - g) Explain the concept of sales quota.
 - h) What factors should be considered when creating a sales budget for a company?
 - i) Distinguish between logistics and supply chain management.
 - j) What do you mean by reverse logistics?

Part-II

- Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)**
- a) Discuss the key strategies and challenges in designing an effective sales management system.
 - b) Outline the critical steps involved in the recruitment, selection, and training of sales personnel, highlighting their importance in building a high-performing sales team.
 - c) Explain methods of compensating the sales force with their advantages and disadvantages.
 - d) Write short notes on the international orientation of companies.
 - e) How does the distribution of services differ from the distribution of products? Explain with an example.
 - f) "Transportation provides the 'Time' and 'Place' utility, which is the primary function of physical distribution system". Justify the statement and explain various modes of transport of goods with their merits and demerits.
 - g) Explain the role of supply chain management in optimizing online marketing operations.
 - h) Explain three common techniques used in distribution analysis.
 - i) Briefly define all three key terms: sales contest, bulk breaking, and sales potential.

- j) What are the factors which are critical for the success of electronic channels?
- k) Discuss three modern trends in sales and distribution management and their impact on business operations.
- l) Explain the sales process keeping in view an FMCG company in an Indian scenario.

Part-III

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

- Q3** a) "There is no magic formula to make a sale". Do you agree? Is there any standard process to make a sale? If yes, justify why a standard selling process is required. (8x2)
- b) Explain various steps involved in the personal selling process with suitable examples.
- Q4** Write short notes on: (8x2)
- a) Physical distribution
- b) Budgeting for salespeople
- Q5** In a distribution channel competition and conflict is obvious. Explain the reasons of conflict, its impact, and the ways of managing channel conflict. (16)
- Q6** Do you feel managing international channels is radically different from managing domestic channels of distribution? Give reasons for your answer and discuss various modes of international entry decisions with their implications. (16)

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Course: IMBA
Sub Code: 16IMN803A

8th Semester Regular/Back Examination: 2023-24
SUBJECT: Digital Marketing
BRANCH(S): IMBA
Time: 3 Hour
Max Marks: 100
Q.Code : P028

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) State the characteristics of Gen Y consumers.
 - b) Define Pay Per Click advertising with a suitable example.
 - c) Define influencer marketing citing relevant example.
 - d) What is sales force automation?
 - e) How social media helps to promote your business?
 - f) Define keyword advertising.
 - g) Differentiate between AdWords and AdSense.
 - h) Define the role of Google webmaster.
 - i) Define digital communities with suitable examples.
 - j) State how you create effective digital contents.

Part-II

- Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)** (6 x 8)
- a) Explain the major differences between traditional and digital marketing.
 - b) Explain how social media influence the behaviours of digital consumers.
 - c) Discuss with suitable example how social media enhances customer engagement through building communities.
 - d) Describe various search marketing methods to increase online visibility of products.
 - e) Differentiate between On-Page and Off-Page optimisation.
 - f) Explain the objectives and applications of Google Analytics as a social media tool.
 - g) Explain various factors for segmenting on line consumers with relevant examples.
 - h) What is e-CRM? Discuss its advantages over traditional CRM.
 - i) Analyse the different types of mobile marketing with its advantages.
 - j) Explain various types of display ads on the basis of format and size.
 - k) Explain the advantages of Keyword advertising.
 - l) Explain in brief the various ROI measurement techniques for digital advertising.

Part-III

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

- Q3** Critically examine the key drivers for the emergence of digital marketing landscape in India. (16)
- Q4** Develop an effective social media strategy to promote a South Indian Restaurant in your city. What factors would you consider to evaluate its effectiveness? (16)
- Q5** You are going to launch a sunglasses in your city, examine various online tools that can be used for effective segmentation and positioning of the product. (16)
- Q6** Explain the various Ad placement techniques with their advantages and disadvantages. (16)