



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

Semester : 3rd MBA
Batch : 2023-25
Subject : Service Marketing
Subject Code : 18MBA304A

Date : 13.11.2024
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 ServQual? What is it used for in Services Marketing? [CO1]
 - b) Explain Zone of tolerance in service offering? [CO1]
 - c) Define Service Recovery? Provide an example. [CO2]
 - d) Name four Capacity constraints in the context of service demand & supply? [CO3]
 - e) Explain Customer Lifetime Value? [CO4]

PART-B

2. Answer any two questions out of following (2 x 6 = 12)
- a) Explain Service Recovery Paradox with an example. [CO2]
 - b) Service Pricing is difficult compared to product pricing. Illustrate your answers with examples. [CO2]
 - c) Assume you are the owner of a restaurant. What strategies would you adopt to manage capacity when the demand is high? [CO3]

PART-C

3. Answer any one out of following questions. (1 x 10 = 10)
- a) Customer Gap arises due to four provider gaps. Explain each provider gap with an example from services sector. [CO3]
 - b) What are the different ways in which Services are distributed? Why is Franchisee option emerging as a popular choice in Service distribution? Explain with an example. [CO4]



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Semester : 3rd MBA

Batch : 2023-25

Subject : Sales & Distribution Management

Subject Code : 18MBA303D

Date : 12.11.2024

Class Test : II

Duration : 1 Hr.

Full Marks : 30

PART-A

1. Answer any four out of following questions. (4 x 2 = 8)
- a) How operation strategy is different from Business strategy? [CO2]
 - b) What are the performance objectives of an operation? [CO1]
 - c) What do you mean by economic of scale? [CO1]
 - d) Define capacity strategy with a suitable example. [CO2]
 - e) What is product and service flexibility? [CO1]

PART-B

2. Answer any two questions out of following (2 x 6 = 12)
- a) What are the order winning competitive factors? Explain briefly. [CO2]
 - b) Discuss the different factors influencing the overall level of capacity. [CO3]
 - c) Explain how the requirements of the market influence operation strategy? [CO3]

PART-C

3. Answer any one out of following questions. (1 x 10 = 10)
- a) Write a note on the following in context of operation strategy: [CO3]
 - i. TQM
 - ii. Lean Operation
 - b) Discuss the importance of Capacity change and explain in details the strategy timing of capacity change as per market demand. [CO3]

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**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY
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**Semester : 3rd MBA
Batch : 2023-25
Subject : Digital Marketing
Subject Code : 18MBA303A**

**Date : 11.11.2024
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? [CO4]
 - c) How to calculate keyword density? [CO1]
 - d) Difference between Ad Words and Ad Sense? [CO3]
 - e) What do you mean by Location Based Search? [CO3]

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. [CO3]
 - c. Explain AdRank and ad auction model and importance of AdRank? [CO4]

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. Suggests the company methods used for tracking competitive intelligence. [CO3]
 - b. How consumers are targeted through online marketing tools. Explain in details. [CO4]



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**Semester : 3rd MBA
Batch : 2023-25
Subject : Consumer Behaviour
Subject Code : 18MBA301A**

**Date : 11.11.2024
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 behavior? [CO2]
 - b) What is need for cognition in cognitive personality factors? [CO3]
 - c) Who are ethnocentric consumers? [CO3]
 - d) Write weber's law. [CO2]
 - e) Who are opinion leaders? [CO2]

PART-B

2. Answer any two questions out of following (2 x 6 = 12)
- a) Elaboration Likelihood Model [CO2]
 - b) Reference Group [CO2]
 - c) Freud's Principle [CO3]

PART-C

3. Answer any one out of following questions. (1 x 10 = 10)
- a) Discuss consumer innovativeness related personality traits to differentiate innovators from non-innovators. [CO3]
 - b) What is perception? Discuss elements of perception with suitable examples. [CO3]

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