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Total Number of Pages: 02

Course: MBA  
Sub\_Code: 18MBA301A

3<sup>rd</sup> Semester Regular/Back Examination: 2024-25

SUBJECT: Consumer Behaviour

BRANCH(S): MBA, MBA (A & M), FM&HRM, LSCM, MBA (M & F), RM, BA, FM, GM, HRM, IB, MM

Time: 3 Hours

Max Marks: 100

Q.Code: R002

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 consumer behaviour (CB).
- What is distributive approach in CB?
- What is VALS?
- What is family life cycle?
- Who are opinion leaders?
- What is social group?
- Define Blackbox.
- What is omni channel Behaviour?
- What are cultural values in consumer Behaviour?
- Define perception.

Part-II

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

- What is the role of reference groups in influencing consumer Behaviour?
- Social media plays a major role in shaping consumer Behaviour. Explain.
- How does social class help the marketers to formulate strategies of CB?
- Write your views on changing consumer Behaviour and its dynamics.
- What is psychoanalytic theory?
- Explain the process of consumer decision making.
- What is selective exposure, selective retention, and selective distortion in CB?
- Discuss the importance of attitude components in consumer Behaviour.
- How is the consumer Behaviour different in online and offline market?
- What are the triggers of cognitive dissonance?
- What are the factors affecting diffusion of innovation?
- Briefly explain cross-cultural consumer analysis.

**Part-III**

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

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|-----------|--|-------------|
| <b>Q3</b> | Critically evaluate the Howard Sheth Model.                      | <b>(16)</b> |
| <b>Q4</b> | What is the relevance of Pavlov's theory in consumer Behaviour?  | <b>(16)</b> |
| <b>Q5</b> | Discuss the role of Maslow's theory in consumer Behaviour.       | <b>(16)</b> |
| <b>Q6</b> | How do marketers apply gestalt psychology on consumer Behaviour? | <b>(16)</b> |

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Course: MBA  
Sub\_Code: 18MBA302A

3<sup>rd</sup> Semester Regular/Back Examination: 2024-25

SUBJECT: Sales & Distribution Management

BRANCH(S): MBA, MBA (A & M), FM&HRM, LSCM, MBA (M & F), RM, BA, FM, GM, HRM, IB, MM, MBA(PT)

Time: 3 Hours

Max Marks: 100

Q.Code: R106

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)

- What is the main objective of the Sales & Distribution Management course?
- What is the purpose of setting up a sales organization?
- How does sales force motivation and compensation play a role in sales management?
- What is the importance of sales forecasting and territory design in sales management?
- What is the role of designing customer-oriented marketing channels in Distribution Management?
- How are channel member behavior and channel conflict addressed in Distribution Management?
- What is the role of supply chain management in online marketing?
- What is the purpose of distribution analysis in distribution management?
- What is the significance of training for a newly recruited sales force?
- Describe the concept of sales analytics.

Part-II

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

- Explain the concept of Omni Channel distribution and its importance in modern marketing.
- Discuss the depth and width of distribution analysis in Distribution Management.
- What is the significance of Percentage Dealer Stocking and Per Dealer Off-take in Distribution Management?
- How does Stock Turnover Ratio and Weighted Distribution impact distribution decisions?
- Describe the role of Vertical marketing system and Horizontal Marketing system in Distribution Management.



- f) Discuss the objectives and importance of Logistics Management in the context of Online Marketing and Retailing.
- g) Explain the key decisions involved in Logistics planning and Inventory management.
- h) What are the critical transportation decisions covered in the Logistics Management?
- i) How does Supply Chain Management contribute to effective Online Marketing and Retailing?
- j) Discuss the types and causes of channel conflicts in distribution management.
- k) Define Weighted Distribution and its significance in assessing market reach.
- l) Give a brief note on horizontal marketing system.

### Part-III

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

- Q3 Discuss the impact of consumer behavior on sales and distribution strategies. How can understanding consumer preferences enhance sales performance? (16)
- Q4 Evaluate the role of technology and digital channels in modern sales and distribution management. Suggest ways in which it can be further enhanced to address the evolving industry trends. (16)
- Q5 Discuss the importance of integrating the various aspects of sales management, distribution management, and logistics management for effective supply chain operations. Provide examples to illustrate the interconnections between these domains. (16)
- Q6 Analyze the challenges faced by sales and distribution managers in a global market. What strategies can be implemented to overcome these challenges? (16)

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Courses: MBA/MBAP  
Sub\_Codes: 18MBA303A/18PTMBA502A

3<sup>rd</sup> / 5<sup>th</sup> Semester Regular/Back Examination: 2024-25

SUBJECT: Digital Marketing

BRANCH(S): MBA, MBA (A&M), FM&HRM, LSCM, MBA (M&F), RM, BA, FM, GM, HRM, IB, MM, MBA(PT)

Time: 3 Hours

Max Marks: 100

Q.Code: R197

Answer Question No.1 (Part - I) 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 Search Engine Optimization?
  - b) Give at least two differences between traditional marketing and digital marketing.
  - c) What is PPC advertisement?
  - d) What do you mean by Click-through Rate (CTR)?
  - e) What is email marketing?
  - f) What do you mean by Bounce Rate?
  - g) What do you understand by POEM framework?
  - h) What do you understand by UX in digital marketing?
  - i) What is mobile marketing?
  - j) What do you mean by consumer 2.0?

Part - II

- Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)** (6 x 8)
- a) Briefly describe different Ad placement techniques.
  - b) How do you manage CRM and CX in digital marketing?
  - c) Briefly describe different types of SEO.
  - d) Write a short note on factors to be considered before creating a digital community.
  - e) How will you carry out Audience Analysis and Acquisition Analysis?
  - f) Write a short note on digital marketing landscape.
  - g) How consumer segmentation and positioning is done through online tools?
  - h) Briefly describe the on page and off page SEO techniques.
  - i) What is web analytics? Explain the content strategy that works for LinkedIn.
  - j) Explain the process of creating a Google ad campaign.
  - k) Write a brief note on campaign bid and Ad Rank.
  - l) Briefly describe the advantages of affiliate marketing.

**Part - III**

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

- Q3** Describe content marketing. Explain its importance with an example. (16)
- Q4** Explain reach, response, relevance, scheduling, CPM, frequency and ROI in the context of digital media planning. (16)
- Q5** Describe the 6S digital marketing implementation strategy. (16)
- Q6** What are the benefits of email marketing? Explain the tasks involved in making email marketing communication more effective. (16)



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Course: MBA/MBAP

Sub\_Code: 18MBA304A/18PTMBA503A

3<sup>rd</sup> / 5<sup>th</sup> Semester Regular/Back Examination: 2024-25

SUBJECT: Service Marketing

BRANCH(S): MBA, MBA (A & M), FM&HRM, LSCM, MBA (M & F), RM, BA, FM, GM, HRM, IB, MM, MBA(PT)

Time: 3 Hours

Max Marks: 100

Q.Code: R292

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)

- What are the additional 'P's in Service Marketing? How do they differentiate products and services?
- Is packaging of service difficult? Justify your answer.
- Write the advantages of service recovery paradox.
- How remote encounter is different from face-to-face encounter?
- What do you mean by moments of truth?
- Differentiate between augmented service and potential service. Give example.
- What are the components of service marketing triangle? Sketch their relationship.
- What do you mean by zone of tolerance?
- What constitutes the service blueprint?
- Differentiate between standardization and customization.

Part-II

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

(6 x 8)

- The service scape creates a mood, an attraction or a desire to visit the service provider. Explain with examples.
- Explain the important characteristics of services with suitable examples. Discuss what challenges they pose to the service marketer.
- "Matching capacity and demand are difficult in Service Marketing as services cannot be stored". Explain different strategic approaches for Managing Supply and demand for services.
- What is single window service concept? Explain.
- Why extra 3Ps are required in addition to the traditional marketing-mix for the marketing of services? Explain your answer keeping in view the recent condition of telecommunication services.

- f) What is the importance of distribution channel for the marketing of services? Explain different types of channel conflict.
- g) Explain the process of service delivery by "Zomato".
- h) The process of service delivery can be mapped with a flow chart or a service blueprint. Justify the statement in the context of preparing a Demand draft in a bank.
- i) Discuss the service provided by Government to its consumers through Direct Benefit Transfer and its impact on the consumer satisfaction.
- j) Define service quality. Explain the GAP Model of service quality in the context of Indian Railways.
- k) Explain the different types of intermediaries in service distribution channel.
- l) Why service provider link employee satisfaction and customer satisfaction to company's profit? Justify the inter-relatedness with example.

### Part-III

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

- Q3 "Services are deeds, acts or Performances". Explain the statement in the perspective of Service Marketing. Make a comparative analysis between Goods and Services highlighting the characteristics of services. (16)
- Q4 What is SERVQUAL? Using this scale how can you measure and compare public and private hospitals of your city? Explain appropriate components of each scale. (16)
- Q5 Give important reasons behind the huge growth of service economy in India with justifications. (16)
- Q6 Companies often find pricing of services more difficult than pricing of goods. Why? Explain various approaches for pricing of services. (16)