



BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY  
& MANAGEMENT STUDIES, BHUBANESWAR

Semester : 9<sup>TH</sup> IMBA  
Batch : 2020-25  
Subject : Service Marketing  
Subject Code : 16IMN901A

Date : 24.08.2024  
Class Test : I  
Duration : 1 Hr.  
Full Marks : 30

PART-A

1. Answer any four out of following questions. (4 x 2 = 8)
- a) Define Services? Give two examples of pure service business. CO1
  - b) What is Customer Delight? CO1
  - c) What is Tangibility Spectrum? CO1
  - d) What is Customer Gap? CO2
  - e) What is Service Triangle? CO1

PART-B

2. Answer any two questions out of following (2 x 6 = 12)
- a) Why is Service Encounter known as the moment of Truth? Provide at least 3 types of service encounters CO2
  - b) What is service blueprinting? Why is it useful? CO2
  - c) What are the challenges of service sector? Explain each challenge with suitable example CO2

PART-C

3. Answer any one out of following questions. (1 x 10 = 10)
- a) Explain the 5 dimensions of Service Quality with an example in the context of a hotel or a restaurant. CO3
  - b) What is service marketing Mix? Analyze each element of service marketing mix with suitable examples. CO3



BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY  
& MANAGEMENT STUDIES, BHUBANESWAR

Semester : 9<sup>TH</sup> IMBA  
Batch : 2020-25  
Subject: Retail Management  
Subject Code : 16IMN902A

Date : 24.08.2024  
Class Test : I  
Duration : 1 Hr.  
Full Marks : 30

PART-A

1. Answer any four out of following questions. (4 x 2 = 8)
- a) What is a convenience store? - CO1
  - b) Define the term retail. - CO1
  - c) How is a speciality store different from a supermarket? - CO1
  - d) What do you understand by "breaking bulk"? - CO1

PART-B

2. Answer any two questions out of following (2 x 6 = 12)
- a) Differentiate between unorganized and organized retail. - CO1
  - b) Briefly discuss the role of technology in the retail sector. - CO2
  - c) What are the various non-store based retail strategies? Give examples to support your answer. - CO2

PART-C

3. Answer any one out of following questions. (1 x 10 = 10)
- a) Explain the retail marketing mix with suitable examples. - CO2
  - b) What are the factors that influence retail consumer behaviour? Explain with suitable examples. - CO2

\* \* \*



BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY  
& MANAGEMENT STUDIES, BHUBANESWAR

Semester : 9<sup>TH</sup> IMBA  
Batch : 2020-25  
Subject: Production & Branding Management  
Subject Code : 16IMN903A

Date : 27.08.2024  
Class Test : I  
Duration : 1 Hr.  
Full Marks : 30

PART-A

1. Answer any four out of following questions. (4 x 2 = 8)
- a) What is meant by Product Levels? (CO1)
  - b) How is Product Mix an important aspect in P & B Management? (CO3)
  - c) What are the major functions of Packaging? (CO1)
  - d) Why are Product Line decisions important from consumers' perspective? (CO1)
  - e) What aspects of Product & Branding are addressed in Product Policy?(CO1)

PART-B

2. Answer any two questions out of following (2 x 6= 12)
- a. Explain the role of Product Manager in an organisation. Furnish industry examples. (CO1)
  - b. State the objectives behind Product Modification decisions for consumer durables items, with relevant example. (CO3)
  - c. Elaborate on relevance of P & B management in FMCG marketing, with examples from any FMCG sector. (CO3)

PART-C

3. Answer any one out of following questions. (1 x 10= 10)
- a. Imagine that, you are in charge of New Product Development of an organisation in the EV Motor-Cycle manufacturing (not scooter). Explain the NPD process/stages with justification. CO3
  - b. Design a suitable marketing strategy for each stage of Product Life Cycle for a smart watch business. Substantiate with examples wherever possible. CO3

\* \* \*