



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

Semester : 3RD MBA  
Batch : 2023-25  
Subject : Consumer Behaviour  
Subject Code : 18MBA303B

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 do you understand by extensive problem solving?        | CO 1 |
| b. Explain routine response buying behaviour with one example. | CO 1 |
| c. What is stimulus discrimination?                            | CO 2 |
| d. Define "advertising wear out"?                              | CO2  |
| e. Describe - AIDA.  | CO2  |

**PART-B**

2. Answer any short notes of following (2 x 6= 12)
- |   |     |
|---|-----|
| a. Stimulus generalization                                    | CO2 |
| b. Operant Conditioning                                       | CO2 |
| c. Elaborate Cognitive Learning Theory with suitable example. | CO2 |

**PART-C**

3. Answer any one out of following questions. (1 x 10= 10)
- |  |     |
|--|-----|
| a. What is psychographic segmentation strategy? Briefly explain VALs | CO1 |
| b. Explain with diagram Black Box Model                              | CO1 |

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Semester : 3RD MBA  
Batch : 2023-25  
Subject : Sales & Distribution Management  
Subject Code : 18MBA302A

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 the purpose of sales management within an organization? CO1
  - b) What are the key steps in the selling process? CO1
  - c) What is a sales budget? CO4
  - d) What is institutional buying? CO1

PART-B

2. Answer any two questions out of following (2 x 6 = 12)
- a) How do Value-Added Resellers (VARs) operate in the market? CO2
  - b) What challenges do Sales teams face in their business model? CO2
  - c) What factors influence the design of sales territories? CO2

PART-C

3. Answer any one out of following questions. (1 x 10 = 10)
- a) Explain the recruitment and selection process for building an effective sales force. CO3
  - b) Discuss the importance of accurate sales forecasting and its impact on resource allocation and planning. CO1

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Semester : 3RD MBA

Batch : 2023-25

Subject : Digital Marketing

Subject Code : 18MBA303A

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. Write the difference between push and pull medium? (CO1)
  - b. What is Measurability in Digital Marketing? (CO1)
  - c. Write the difference between SE O and SEM? (CO1)
  - d. What Is UGC? (CO1)
  - e. Which social media platform is favored for B2B marketing and why? (CO1)

PART-B

2. Answer any two questions out of following (2 x 6 = 12)
- a. What are the different elements of the digital marketing landscape? (CO1)
  - b. What are the key drivers of digital marketing? (CO1)
  - c. Explain P.E.O.M framework in digital marketing strategy? (CO2)

PART-C

3. Answer any one out of following questions. (1 x 10 = 10)
- 1. Who are Gen Y and what are their expectations when it comes to digital marketing? (CO2)
  - 2. What are some potential challenges that businesses may face in implementing digital marketing strategies? (CO1)

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

Date : 28.08.2024  
Class Test : I  
Duration : 1 Hr.  
Full Marks : 30

PART-A

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

PART-B

2. Answer any two questions out of following (2 x 6 = 12)
1. Why is Service Encounter known as the moment of Truth? Provide at least 3 types of service encounters CO2
  2. What is service blueprinting? Why is it useful? CO2
  3. 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)
1. Explain the 5 dimensions of Service Quality with an example in the context of a hotel or a restaurant. CO3
  2. What is service marketing Mix? Analyze each element of service marketing mix with suitable examples. CO3