BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES, BHUBANESWAR

Semester : 8th Sem. IMBA
Batch : 2021-26
Subject : Consumer Behaviour
Subject Code : 16IMN801A

Date : 04.03.2025
Class Test : I
Duration : 1 Hr.
Full Marks : 30

Section- A

1.   **Answer any four out of following questions.**   [4 x 2 = 8]

a. What do you understand by Extensive Problem Solving?   [CO1]

b. Explain Routine Response Buying (RPS) behaviour with one example. [CO1]

c. What is Schema and Retrieval in Cognitive Learning.   [CO2]

d. Define Rehearsal and Encoding.   [CO2]

e. Describe Advertising Wear Out   [CO2]

Section-B

2.   **Answer any two questions out of following**   [2 x 6= 12]

a. Black Box Model   [CO1]

b. Operant Conditioning   [CO2]

c. Elaborate Cognitive Learning Theory with suitable example.   [CO2]

Section-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 Classical Conditioning. Illustrate in details Strategic Application of
classical Conditioning.   [CO2]

All the Best

BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES, BHUBANESWAR

Semester : 8th Sem. IMBA
Batch : 2021-26
Subject : Digital Marketing
Subject Code : 16IMN803A

Date : 05.03.2025
Class Test : I
Duration : 1 Hr.
Full Marks : 30

Section- A

1.   Answer any four out of following questions.   [4 x 2 = 8]

   a. How Gen-Y consumers have influenced the growth of digital engagements? [CO1]

   b. Why microblogging?   [CO1]

   c. Who is a digital consumer? Give examples.   [CO1]

   d. What is on-page optimization?   [CO2]

   e. Describe title tag optimization.   [CO2]

Section-B

2.   Answer any two questions out of following   [2 x 6= 12]

   a. Describe the POEM framework.   [CO1]

   b. Describe the 4 Cs of digital marketing with suitable examples.   [CO1]

   c. Explain how keyword advertising benefits online consumers.   [CO2]

Section-C

3.   Answer any one out of following questions.   [1 x 10= 10]

   a. What are the key drivers of Digital Marketing? Explain in details?   [CO1]

   b. Describe content marketing. Explain its importance with suitable example. [CO2]

All the Best

BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES, BHUBANESWAR

Semester : 8th Sem. IMBA
Batch : 2021-26
Subject : Sales & Distribution Management
Subject Code : 16IMN802A

Date : 03.03.2025
Class Test : I
Duration : 1 Hr.
Full Marks : 30

Section- A

1.   Answer any four out of following questions.   [4 x 2 = 8]

a) Enumerate the roles/duties of a Sales Manager.   [CO1]

b) What is the difference between a Prospect and a Customer?   [CO2]

c) What are the key qualities of a Sales Person?   [CO1]

d) Elaborate the term Sales Quota.   [CO1]

e) What is Horizontal Marketing?   [CO2]

Section-B

2.   **Answer any two questions out of following**   [2 x 6= 12]

a) Explain the process of Personal Selling.   [CO2]

b) What are the difference between VMS and HMS?   [CO3]

c) Outline the sales force management functions to be performed in the organization. Support with suitable examples.   [CO2]

Section-C

3.   **Answer any one out of following questions.**   [1 x 10= 10]

a) Explain the importance of Sales Management. How is International Sales Management different from that in domestic scenario? Briefly explain the emerging trend in sales mgmt.   [CO3]

b) Discuss the various sources of internal recruitment and external recruitment. What is the difference between recruitment and selection?   [CO3]

All the Best