



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

Semester : 4th Sem. MBA
Batch : 2023-25
Subject : Product and Brand Management
Subject Code : 18MBA402A

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. Draw a diagram of FAD in PLC. [CO1]
 - b. What is depth in a product mix strategy? [CO1]
 - c. What are unsought goods? Give examples [CO1]
 - d. Define brand equity. [CO2]
 - e. What is brand extension? Give one example [CO2]

Section-B

2. Answer any two questions out of following [2 x 6= 12]
- a. Imagine you are the Product Manager for a new 5 star hotel. Go through all levels of the Customer- Value hierarchy in building up the potential product for your hotel. What services would you include in the potential product to differentiate yourself from the competition? [CO1]
 - b. Explain Kapferer's brand identity prism. [CO2]
 - c. What is brand extension and line extension? Explain the strategies with suitable examples. [CO3]

Section-C

3. Answer any one out of following questions. [1 x 10= 10]
- a. Explain the key steps in the new product development process. Elaborate the various strategies followed in each step. [CO2]
 - b. Cell phones are a part of our everyday lives. At what stage of the PLC do you think they are? What will marketers have to do to sustain them in future? Or will they die out and be replaced by newer technologies? Think futuristically. [CO1]

All the Best



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**Semester : 4th Sem. MBA
Batch : 2023-25
Subject : Retail Management
Subject Code : 18MBA401A**

**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 is a convenience store? [CO1]
 - b) Define the term retail. [CO1]
 - c) How is a hypermarket different from a supermarket? [CO1]
 - d) What do you understand by “breaking bulk”? [CO1]
 - e) Differentiate between unorganized and organized retail. [CO1]

Section-B

2. Answer any two questions out of following [2 x 6= 12]
- a) Explain the Wheel of Retailing theory and the Accordion theory. [CO2]
 - 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]

Section-C

3. Answer any one out of following questions. [1 x 10= 10]
- a) Explain the retail marketing mix with suitable examples. [CO2]
 - b) Explain the stages in the consumer decision making process in retail. [CO2]

All the Best



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**Semester : 4th Sem. MBA
Batch : 2023-25
Subject : B2B Marketing
Subject Code : 18MBA403A**

**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]
- 1) Highlight 3 basic differences between B2B and B2C marketing. [CO2]
 - 2) What is understood by Buying Centre? [CO1]
 - 3) What are the types of business customers? [CO1]
 - 4) Explain business products with suitable examples. [CO1]
 - 5) Outline the steps in B2B process. [CO2]

Section-B

2. Answer any two questions out of following. [2 x 6= 12]
- a) What is Buying Grid? Explain the elements of buying grid. [CO2]
 - b) Differentiate between Organisational buying behavior and consumer buying behavior with examples. [CO3]
 - c) Differentiate between Vertical marketing system (VMS) and Horizontal Marketing System (HMS) with proper examples. [CO2]

Section-C

3. Answer any one out of following questions. [1 x 10= 10]
- a) What are the challenges for selling to a buying center? Explain the roles of participants in buying center. [CO3]
 - b) Explain the organizational buying process, BIITM might follow formally to buy Solar Energy Panel system for the whole campus power requirement. Discuss the stages with examples mentioned. [CO3]

All the Best