BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY
& MANAGEMENT STUDIES, BHUBANESWAR

Semester : 8th Sem. IMBA   Date : 19.04.2024
Batch : 2020-25   Class Test – I
Subject : Consumer Behaviour   Duration : 1 Hr.
Subject Code : 16IMN801A   Full Marks : 30

Section- A

1.   **Answer any four out of the following questions.**   (4 x 2 = 8)

    a.   What is Advertising Wear Out?

    b.   What is Evoked Set, Inept Set and Inert Set?

    c.   Give an example of Negative Reinforcement in Instrumental Conditioning.

    d.   What do you understand by Rehearsal and Encoding?

    e.   Explain Routine Response buying behaviour with one example.

Section-B

2.   **Answer any two questions out of the following**   (2 x 6= 12)

    a.   Differentiate between types of Decision Making - EPS, LPS and RPS.

    b.   Stimulus discrimination & Stimulus Generalisation.

    c.   Illustrate the five steps of Decision Making Process.

Section-C

3.   **Answer any one out of the following questions.**   (1 x 10= 10)

    a.   Elaborate on Black Box Model.

    b.   What is psychographic segmentation strategy? Briefly explain VALS.

All the Best

Semester : 8th Sem. IMBA   **Date : 22.04.2024**
Batch : 2020-25   **Class Test : I**
Subject : Sales & Distribution Management   **Duration : 1 Hr.**
Subject Code : 16IMN802A   **Full Marks : 30**

Section- A

1. **Answer any four out of the following questions.**   **(4 x 2 = 8)**

    a) What is the primary goal of sales management?

    b) How does sales management contribute to revenue growth?

    c) What are the core functions of sales management?

    d) What are the key components of effective sales management?

    e) What roles does sales management play in driving business success?

Section-B

2. **Answer any two questions out of the following.**   **(2 x 6= 12)**

    a) What steps are essential in establishing a successful sales organization?

    b) What strategies ensure effective recruitment and selection for a sales team?

    c) How can sales force management effectively motivate and support sales teams?

Section-C

3. **Answer any one out of the following questions.**   **(1 x 10= 10)**

    a) How can sales managers effectively motivate their sales force in fostering a positive team culture?

    b) Explain on the selling process, encompassing prospecting, needs identification, presentation, objection handling, closing, and follow-up. How to empower sales professionals to effectively navigate customer interactions, build lasting relationships, and drive consistent sales results in diverse market environments?

All the Best

Section- A

1. **Answer any four out of the following questions.**　　　(4 x 2 = 8)

   1. Write the difference between push and pull medium.

   2. What is UGC?

   3. Write the difference between SEO and SEM.

   4. What is Measurability in Digital Marketing.

   5. Which social media platform is favored for B2B marketing and why?

Section-B

2. **Answer any two questions out of the following**　　　(2 x 6= 12)

   1. What are the key drivers of digital marketing?

   2. What are the different elements of the digital marketing landscape?

   3. Explain P.E.O.M framework in digital marketing strategy.

Section-C

3. **Answer any one out of the following questions.**　　　(1 x 10= 10)

   1. What are some potential challenges that businesses may face in implementing digital marketing strategies?

   2. Who are Gen Y and what are their expectations when it comes to digital marketing?

All the Best