



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

**Semester : 4th Sem. MBA
Batch : 2023-25
Subject : B 2 B Marketing
Subject Code : 18MBA403A**

**Date : 17.04.2025
Class Test : II
Duration : 1 Hr.
Full Marks : 30**

Section- A

- 1. Answer any four out of following questions. [4 x 2 = 8]**
- a) Briefly explain the difference between a Tender and Quotation. [CO2]
 - b) What is Competitive Bidding? [CO1]
 - c) State the Importance of Warehousing in B2B. [CO2]
 - d) Explain Inbound and outbound logistics in B2B context? [CO1]
 - e) What are the different types of Warehouse? [CO1]

Section-B

- 2. Answer any two questions out of following [2 x 6= 12]**
- a) Explain how Cost Control is managed in SCM by B2B partners. Furnish relevant examples. [CO2]
 - b) State the various reasons for Channel Conflict and how those affect the B2B business. [CO3]
 - c) Elaborate on Macro Segmentation and Micro segmentation in B2B market. [CO2]

Section-C

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a) What is the significance of logistics in B2B business and explain all these activities of logistics for success of B2B. [CO3]
 - b) Elaborate on various types of pricing strategies in B2B with relevant examples / situations. Which strategy is more suitable for FMCG products in India and why. [CO3]

All the Best



**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 : 15.04.2025
Class Test : II
Duration : 1 Hr.
Full Marks : 30

Section- A

1. Answer any four out of following questions. [4 x 2 = 8]
- a. Name any two factors responsible for brand failure. [CO4]
 - b. State any two methods to evaluate brand equity. [CO3]
 - c. What is ingredient branding? [CO4]
 - d. Define brand identity in CBBE model? [CO4]
 - e. What sub-branding with suitable example? [CO3]

Section-B

2. Answer any two questions out of following [2 x 6= 12]
- a. Explain the concept of brand identity prism. Illustrate it with an example of any well-known Indian brand. [CO3]
 - b. What is line extension strategy? Explain different types of line extension strategies. [CO4]
 - c. XYZ Electronics launched a sub-brand "XYZ Pulse" focusing on wearable fitness bands. Despite good initial sales, the market share dropped after 6 months due to unclear differentiation.
– Analyze the positioning strategy of "XYZ Pulse". Suggest how it can improve its Points of Parity and Points of Difference. [CO4]

Section-C

3. Answer any one out of following questions. [1 x 10= 10]
- a. "Pakora" is a regional snack brand famous for its spicy chips in Odisha. The brand plans to go national and introduce baked chips and millet-based snacks under the same brand name. – Discuss the strategic implications of this move on the brand architecture. How should "Pakora" manage its brand equity during this transition? [CO4]
 - b. What are different brand extension strategies? Write the reason of brand success or failure. [CO4]

All the Best



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

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

**Date : 16.04.2025
Class Test : II
Duration : 1 Hr.
Full Marks : 30**

Section- A

- 1. Answer any four out of following questions. [4 x 2 = 8]**
- a) What is GMROI and why is it important in retail? [CO3]
 - b) Define visual merchandising with an example. [CO2]
 - c) Name two factors that influence retail location decisions? [CO2]
 - d) What is the purpose of store layout in retail? [CO2]
 - e) Differentiate between shoplifting and pilferage. [CO3]

Section-B

- 2. Answer any two questions out of following [2 x 6= 12]**
- a) Describe any three types of pricing strategies used in retail with brief examples. [CO3]
 - b) Explain the key elements of the retail communication mix with suitable examples. [CO3]
 - c) Discuss the roles and responsibilities of a Store Manager. [CO3]

Section-C

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a) Analyze the role of retail atmospherics and aesthetics in shaping consumer behavior. Provide examples of how successful retailers use these elements to enhance shopping experiences. [CO2]
 - b) Elaborate on branding strategies in retail. How do they contribute to brand equity and retail brand extension? [CO4]

All the Best