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Total Number of Pages: 02

Course: IMBA

Sub_Code: 16IMN801A

8th Semester Regular/Back Examination: 2024-25

SUBJECT: Consumer Behaviour

BRANCH(S): IMBA

Time: 3 Hours

Max Marks: 100

Q.Code: S014

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right-hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- What is Demographic Segmentation?
- Define Consumerism.
- Discuss the characteristics of Howard- Sheth model.
- Define 'Learning' from the marketing point of view.
- What do you mean by Opinion Leadership?
- What is Personality?
- Explain Maslow's need hierarchy theory of motivation.
- Define the term Self Image.
- What is post-purchase dissonance?
- What are various components of culture?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- Discuss the role of Personality in consumer behaviour in contemporary market environment.
- Discuss the role of family in purchasing process and its decisions.
- What are the major similarities and differences between individual buying (B2C) and industrial buying (B2B) behaviour?
- What is the Nicosia Model of Consumer Decision-Making? Explain.
- What do you mean by ethnocentrism? Elaborate
- How do culture, sub-culture, and cross culture affect consumer behaviour?
- Define attitude. Explain tri-component model of attitude with its relevance to study the consumer behavior.
- Define social class Explain various types of social classes with appropriate examples.
- Discuss the strategies to manage cognitive dissonance in potential consumers.
- What is the role of Reference Group on consumer decision making?
- Write a short note on: Online impulsive buying.
- Explain the Trait theory of personality in detail.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

(16x2)

- Q3** a) How do social factors play an essential role in influencing the buying decisions of consumers? **(8 x 2)**
b) Explain important characteristics of social class & analyze the impact of status on consumer behaviour.
- Q4** Explain the different Stages of Family Life Cycle with the help of practical example. Evaluate the relevance of FLC for Marketers. **(16)**
- Q5** Explain in detail how the study of the consumer perceptions helps in understanding the buying habits of the consumers. How does a marketer frame the strategies accordingly? Narrate with an example. **(16)**
- Q6** What are the various culture dimensions of Hofstede? Select one of the dimensions of culture identified by Hofstede, and describe how it might be used in market segmentation. **(16)**

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Total Number of Pages: 02

Course: IMBA
Sub_Code: 16IMN802A

8th Semester Regular/Back Examination: 2024-25

SUBJECT: Sales & Distribution Management

BRANCH(S): IMBA

Time: 3 Hours

Max Marks: 100

Q.Code: S158

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right-hand margin indicate marks.

Part-I

- Q1 Answer the following questions: (2 x 10)
- What is the difference between a prospect and a customer?
 - What do you understand by the term 'Sales Force'?
 - What are the functions of wholesaler?
 - What is logistics management?
 - Define sales forecast.
 - What is physical distribution system?
 - What is Survey of Buyers' Intention Method?
 - What is Top down approach in Sales Forecasting?
 - What are the essential qualities of a sales manager?
 - What is cross selling?

Part-II

- Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)
- Explain how Sales Management becomes an integral Part of Marketing Management.
 - Differentiate between Vertical Marketing System and Horizontal Marketing System by giving suitable example.
 - Why compensating sales persons is different from employees of other departments in the organization? What are the main reasons?
 - What do you mean by sales quota? What are its objectives? Mention the different types of sales quotas set by the companies to achieve sales goal.
 - Describe the process of Sales force Staffing and list out the characteristics needed for successful salesmanship.
 - What is Sales Budget? Discuss its importance. How sales budget is decided? Discuss the various uses of sales budget.
 - What are the primary sources of recruitment? What are the advantages and disadvantages of internal and external sources of recruitment?
 - What is meant by customized channel in modern marketing and how is it different from an orthodox marketing channel? Elaborate with examples.

- i) Assume you are a sales manager. You will be opening a new branch for which you are looking to promote one of the existing salespersons as a branch sales manager. What criteria or qualities you would look for in selecting a person for the position of branch sales manager?
- j) Dr. Reddy's Laboratories Ltd., is a famous pharmaceutical company in India, with a large trained sales force. To become number one pharmaceutical company in India, they have decided to focus on their distribution channels. What are the criteria of channel performance they should look for? What should be the distribution strategies they should design to have larger market share? Advice.
- k) "Personal Selling is more suitable for technologically complex products requiring its demonstration to the end user." Discuss the relevance of the above statement in light of changing scenario of the selling environment.
- l) Explain in detail the association supply chain strategies have with demand-supply uncertainties.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

(16 x 2)

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| Q3 | What are different types of sales organization? Highlight the advantages and disadvantages of each of them and hence draw a hybrid organizational structure. | (16) |
| Q4 | Elaborate the various sales forecasting approaches and differentiate between qualitative and quantitative techniques of sales forecasting with specific reference to Econometric Analysis. | (16) |
| Q5 | Discuss the factors that influence channel strategy decision. Explain the levels of intensity undertaken by marketers for distribution of products in diverse markets. | (16) |
| Q6 | Define "Channel Conflict". What are the types of channel conflict? How can conflict be classified on the basis of dispute between and among the channel members? Discuss the methods to resolve channel conflict. What are the extreme measures undertaken to solve chronic channel conflict? | (16) |

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Total Number of Pages: 02

Course: IMBA
Sub_Code: 16IMN803A

8th Semester Regular/Back Examination: 2024-25

SUBJECT: Digital Marketing

BRANCH(S): IMBA

Time: 3 Hours

Max Marks: 100

Q.Code: S214

Answer Question No.1 (Part-I) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- a) What is digital marketing?
- b) Define the term "digital consumer."
- c) Name any two key drivers of digital marketing.
- d) What does the term "Gen Y" refer to?
- e) What is keyword advertising?
- f) What is affiliate marketing?
- g) Mention two purposes of email marketing.
- h) What is Google AdWords used for?
- i) Define display advertising.
- j) Give one example of mobile marketing practice.

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- a) Describe how digital communities influence marketing strategies.
- b) What are the main expectations of netizens from online brands?
- c) Differentiate between traditional and digital marketing in one line each.
- d) Explain the role of digital marketing in modern business environments.
- e) How does Google Webmaster help in SEO optimization?
- f) Explain the purpose of content strategies in digital marketing.
- g) How can consumer segmentation be done using online tools?
- h) What is the function of Google Analytics in digital marketing?
- i) Differentiate between search ads and display ads.
- j) What are the different types of mobile marketing techniques used today?
- k) How does social media strategy contribute to online marketing success?
- l) How can emerging technologies like AI and chatbots enhance CRM effectiveness and elevate customer experience in digital marketing?

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

(16 x 2)

- Q3** Discuss the evolution of digital marketing and explain how it differs from traditional marketing methods. **(16)**
- Q4** Explain the difference between on-page and off-page SEO techniques with Examples. How do both contribute to search engine rankings? **(16)**
- Q5** Discuss the importance of CRM and Customer Experience (CX) in digital Marketing. How do email marketing and content strategies support CRM? **(16)**
- Q6** Define Google Analytics, AdWords, and AdSense. How do these tools help in Planning and measuring the effectiveness of online marketing campaigns? **(16)**