



BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES

SURPRISE TEST (RETAIL MANAGEMENT)

MBA 3rd SEMESTER, MKT-2 (2024-26 Batch)

NAME:

ROLL NO.

DATE:

Answer all the following questions:

(0.5 x 10 = 5 marks)

- 1. The word retail is derived from the French word “retailleur” which means:**
 - a. To expand
 - b. To cut back or trim
 - c. To sell in bulk
 - d. To distribute freely

- 2. Giant retailers called _____ concentrate on one product category such as toys or home improvement**
 - a. Category killers
 - b. Variety stores
 - c. supercentres
 - d. box stores

- 3. Unorganized retail in India mainly includes:**
 - a. Supermarkets
 - b. Kirana stores
 - c. Department stores
 - d. Malls

- 4. In India, Reliance Smart/D-Mart represents which retail format?**
 - a. Hypermarket
 - b. Department Store
 - c. Convenience store
 - d. Speciality store

5. Retailers offering products in smaller quantities tailored to individual consumer's and household's consumption patterns is known as:

- a. Visual merchandising
- b. Warehousing
- c. Breaking bulk
- d. Advertising

6. Which of the following motivates retail consumer behaviour the most?

- a. Price, convenience and variety
- b. Only low price
- c. Only advertising
- d. Only location

7. E-tailing stands for:

- a. Entrepreneurial Retailing
- b. Ecological Retailing
- c. Electronic Retailing
- d. Efficient Retailing

8. Which of the following is not the stage in the process of Wheel of Retailing?

- a. Entry phase
- b. Trade-up phase
- c. Introduction phase
- d. Vulnerable phase

9. A large building complex with a conglomeration of shops is known as:

- a. Mall
- b. Hypermarket
- c. Supermarket
- d. Cooperative store

10. A retailer's _____ is the key to its ability to attract customers.

- a. Location
- b. Promotion system
- c. Pricing system
- d. Store personnel

BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES, BHUBANEWAR

Semester: 3rd Semester (MBA)

Batch : 2021-26

Subject: Digital Marketing

Date:

Surprise Test

Duration: 10 Min.

Full Marks: 5

Students Name: _____

Roll No. _____

Answer the following Questions:

- a) State one example of Paid Media.

- b) What do you mean by Sales Funnel ?

- c) Which commercial website launched the first clickable web ad banner and in which year ?

- d) CRO stands for _____.

- e) PPC is otherwise known as _____.

- Surprize Test , MBA,3 rd SEMESTER**

**Biju Patnaik Institute of Information Technology &
Management Studies, Bhubaneswar**
Project Appraisal & Financing, 3rd Semester MBA
Finance Specialization-2
Surprise Test, Full Mark -5

Name: _____, Registration No: _____

1. A set of activities carried out to create an asset is called as:
 - a) Enterprise
 - b) Project
 - c) Organization
 - d) All of above

2. Attributes of a good project manager includes following except :
 - a) Problem solving skill
 - b) Negotiation skill
 - c) Entrepreneurial skill
 - d) Discouraging skill

3. Based type of activity project are :
 - a) Industrial Project
 - b) Non-industrial Project
 - c) Both (a) and (b)
 - d) None of the Above

4. Stages in project life cycle includes following except :
 - a) Conception stage
 - b) Design stage
 - c) Growth stage
 - d) Implementation stage

5. Project formulation includes following except
 - a) Pre-feasibility study
 - b) Feasibility study
 - c) Detailed Project Analysis
 - d) Time study

**Biju Patnaik Institute of Information Technology &
Management Studies, Bhubaneswar**
Project Appraisal & Financing, 3rd Semester MBA
Finance Specialization-1
Surprise Test, Full Mark -5

Name: _____, Registration No: _____

1. An asset is created for public benefit is known as :
 - a) Enterprise
 - b) Entity
 - c) Organization
 - d) Project

2. Commissioning stage in project life cycle means :
 - a) To start the project work
 - b) To end the project work
 - c) To make a trial run before project handover to client
 - d) All of the above

3. Identifying an idea for the project may arise from :
 - a) An opportunity
 - b) Problem
 - c) Need
 - d) All of the above

4. Based on Project completion time "Crash Project" means :
 - a) No time restriction
 - b) Project has to be completed within allotted time
 - c) No cost restriction
 - d) None of the above

5. Zero Based Project Formulation means starting a project:
 - a) From scratch
 - b) From end
 - c) From Middle
 - d) All of the above

SERVICES MARKETING – SURPRISE TEST

1. Which among these is not a role of Servicescape
a. Facilitator b. Differentiator c. Package d. Blueprint
2. Most of the times the restaurant is good, but when it gets busy when the service is low. Which type of Expectation is this?
a. Normative b. Experience based c. Acceptable d. Ideal
3. Which of the following is not a tangible dominant?
a. Detergents b. Automobiles c. Investment Management d. Soft drinks
4. Which of the following is not an element of physical evidence?
a. Employee dress b. Employee Training c. Equipment d. Facility design
5. Which of the following is not an element of People?
a. Motivation b. Teamwork c. Flow of activities d. Customer training
6. Standardized and customized flow of activities, simple and complex number of steps and customer involvement by which a service is delivered is called.....
a. Place Mix b. Physical Evidence Mix c. Process Mix d. People Mix
7. Which of the following is difficult to evaluate?
a. Jewellery b. Auto repair c. Furniture d. Clothing
8. Evaluation of Medical Diagnosis service is mainly depends on
a. High in experience quality b. High in credence quality c. High in search quality d. Both a and c
9. is defined as the caring, individualized attention that the firm provides its customers.
a. Empathy b. Responsiveness c. Sympathy d. Assurance
10. Which of the following is not a type of Service encounters?
a. Remote encounters b. Phone encounters c. Face to face encounters d. Check in Encounters



Biju Patnaik Institute of Information Technology & Management Studies

Subject: Performance Management System

MBA, Semester: 3rd

Surprise Test

Name-----

Registration Number-----

1) Define performance management.

2) What is PIP?

3) What do you mean by KPI?

4) What do you mean by SMART Goals?

5) What is meant by 360-degree feedback?



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

SURPRISE TEST

SUB: HR Analytics and HRIS

MBA 3rd SEM

Name:

Reg. No:

1. Define HR Analytics.

2. type of HR Analytics deals with analyzing past HR data to understand what has happened in the workforce.
3. type of HR Analytics digs deeper to understand why it happened.
4. is a structured presentation of data and information for decision-making purposes.
5. Which of the following is not the source of data for HR analytics.
 - a) HRIS
 - b) ATS
 - c) 360 degree feedback
 - d) All of the above

**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY AND MANAGEMENT
STUDIES.BHUBANESWAR**

Surprise test

Subject code: MBPC3001

Subject: Digital Marketing

MBA- 2024-2026

Answer Any Two

Marks: 5×2=10

1. What is SEO? Explain the difference between On-Page SEO and Off-Page SEO with examples. Discuss at least three techniques for each and their importance in improving website ranking
2. Who is a Digital Consumer? Explain how online communities, Gen Y, and Netizens' expectations influence digital marketing strategies.
3. Explain the concept of Digital – the Next Wave of Marketing. What are the key drivers that make digital marketing more effective than traditional marketing?