



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

**Semester : 9th Sem. IMBA
Batch : 2021-26
Subject : Service Marketing
Subject Code : 16IMN901A**

**Date : 08.09.2025
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 Tangibility Spectrum? [CO1]
 - b) Illustrate zone of tolerance. [CO1]
 - c) Explain physical evidence? [CO1]
 - d) What is credence qualities? [CO1]
 - e) Define service? [CO1]

Section-B

- 2. Answer any two questions out of following [2 x 6= 12]**
- a) Explain Services Marketing Triangle. [CO1]
 - b) Elaborate Goods and Services Continuum [CO1]
 - c) What are the 4 characteristics of services? [CO1]

Section-C

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a) Elaborate the Services Marketing Mix with an example. [CO1]
 - b) Explain 5 Service Levels of service quality with examples. [CO1]

All the Best



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**Semester : 9th Sem. IMBA
Batch : 2021-26
Subject : Retail Management
Subject Code : 16IMN902A**

**Date : 10.09.2025
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 retailing? Why is it important? [CO1]
 - b) What are the key differences between organized and unorganized retail? [CO1]
 - c) Is the future bright for Kirana shops. Explain [CO1]
 - d) What is the importance of retailing for the Indian Economy? [CO1]
 - e) Explain Phygital retailing briefly. [CO2]

Section-B

- 2. Answer any two questions out of following [2 x 6= 12]**
- 1) What is Omnichannel Retailing? Explain with an example. [CO2]
 - 2) What are the drivers behind the growth of organized retail in modern India? Give 4 reasons. [CO2]
 - 3) E Commerce and M Commerce are expected to be powerful trends in retailing industry in the future. What will be their effect on traditional retailing in India? [CO2]

Section-C

- 3. Answer any one out of following questions. [1 x 10= 10]**
- 1) What are the five key departments in a retail organization? Explain their functions. [CO3]
 - 2) What are the three theories of retailing. Explain with examples. [CO3]

All the Best



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Semester : 9th Sem. IMBA

Batch : 2021-26

Subject : Production and Branding Management

Subject Code : 16IMN903A

Date : 09.09.2025

Class Test : I

Duration : 1 Hr.

Full Marks : 30

Section- A

1. Answer any four out of following questions. [4 x 2 = 8]
- a) List 1 marketing objectives each taken during the 4 different stages of PLC? [CO2]
 - b) What is the difference Fashion, Fad, Style? [CO1]
 - c) In which stage of PLC is Product Line Extension done and why? [CO2]
 - d) What are the 3 different kinds of Product Modification? [CO1]
 - e) State the different ways of extending Product Life Cycle? [CO2]

Section-B

2. Answer any two questions out of following [2 x 6= 12]
- a. Describe BCG Matrix and illustrate different marketing strategies taken in each quadrant. [CO3]
 - b. Make a comparison between the different roles and responsibilities between Product Manager & Brand Manager. [CO1]
 - c. Discuss different types of packaging. [CO2]

Section-C

3. Answer any one out of following questions. [1 x 10= 10]
- a. Make a detailed classification of Products according to Durability, Tangibility and Use. [CO1]
 - b. Describe with examples all the steps involved in developing a New Product. [CO2]

All the Best