



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

**Semester : 3<sup>rd</sup> Sem. MBA  
Batch : 2024-26  
Subject : Sales & Distribution Management  
Subject Code : MBPC3002**

**Date : 16.09.2025  
Class Test : I  
Duration : 1 Hr.  
Full Marks : 30**

**Section- A**

1. **Answer any four out of following questions.** [4 x 2 = 8]
- a. Define order getter with suitable example. [CO1]
  - b. Write few examples of prospecting techniques. [CO1]
  - c. What is Key Account Management? [CO1]
  - d. Explain transactional selling and relationship selling. [CO1]
  - e. Write the difference between Marketing and Selling. [CO1]

**Section-B**

2. **Answer any two questions out of following** [2 x 6= 12]
- a. Explain the five qualitative methods of sales forecasting. [CO2]
  - b. What is meant by personal selling? Explain the different types of personal selling. [CO1]
  - c. Draw different types of sales organisation structure with advantages and disadvantages. [CO1]

**Section-C**

3. **Answer any one out of following questions.** [1 x 10= 10]
- a. You are appointed as a branch manager by woodland products at Bhubaneswar for selling Crocodile brand of shirts, trousers, T-shirts, Inner wear and accessories. This is a new branch, covering Orissa. For deciding the sales forecast for each item of selling, which of the quantitative methods would you use and why? Explain the method to be used? [CO2]
  - b. Imagine you have joined MRF tyre as a sales manager in Bhubaneswar territory. You are given a task to create some new channel partners. Elaborate the selling process you will apply to achieve your objective. [CO1]

*All the Best*



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

**Semester : 3<sup>rd</sup> Sem. MBA  
Batch : 2024-26  
Subject : Retail Management  
Subject Code : MBPC3003**

**Date : 15.09.2025  
Class Test : I  
Duration : 1 Hr.  
Full Marks : 30**

**Section- A**

1. **Answer any four out of following questions.** [4 x 2 = 8]
- a) State two reasons for the growth of retail in India. [CO1]
  - b) Differentiate between Augmented Reality (AR) and Virtual Reality (VR) technologies. [CO2]
  - c) What is a hypermarket? [CO1]
  - d) Explain the concept of impulse buying. [CO1]
  - e) What are the functions of retailing? [CO1]

**Section-B**

2. **Answer any two questions out of following** [2 x 6 = 12]
- a) Differentiate between unorganized and organized retail. [CO1]
  - b) Briefly discuss the retail marketing mix. [CO2]
  - c) What are the various non-store based retail strategies? Give examples to support your answer. [CO2]

**Section-C**

3. **Answer any one out of following questions.** [1 x 10 = 10]
- a) Explain the various factors affecting retail consumers' buying decisions. Also mention steps in the retail consumer decision making process. [CO2]

b) With the rise of digital payments, apps, and e-commerce, Indian consumers have changed the way they shop. UPI-based payments, online grocery apps (Big Basket, Blinkit), and omni-channel strategies (Reliance Smart, Tata Neu) have blurred the lines between offline and online retail. A consumer can browse products in-store but place the order online for home delivery, or pay via UPI at a local kirana shop. Technology adoption has also reshaped inventory management, customer loyalty programs, and data-driven marketing.

Retailers are also increasingly using technologies like AI chatbots, AR/VR virtual try-ons, RFID-based inventory tracking, self-checkout kiosks, and customer data analytics to improve efficiency and enhance shopping experiences. [CO2]

Based on the above caselet, answer the following questions:

- i) Discuss how various technologies are shaping retail in India using suitable examples.
- ii) Also explain how RFID systems improve efficiency in inventory and supply chain management.



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

**Semester : 3<sup>rd</sup> Sem. MBA  
Batch : 2024-26  
Subject : Services Marketing  
Subject Code : MBPC3004**

**Date : 17.09.2025  
Class Test : I  
Duration : 1 Hr.  
Full Marks : 30**

**Section- A**

- 1. Answer any four out of following questions. [4 x 2 = 8]**
- a) How different is nature of services as compared with products? [CO1]
  - b) Explain your understanding of Customer Delight? [CO1]
  - c) Provide clarity on Tangibility Spectrum? [CO1]
  - d) Briefly explain Customer Gap? [CO2]
  - e) Highlight the importance of Service Blue Printing? [CO1]

**Section-B**

- 2. Answer any two questions out of following [2 x 6= 12]**
- a) Why is Service Encounter known as the moment of Truth? Provide at least 3 types of service encounters [CO2]
  - b) What is service blueprinting? Why is it useful? [CO2]
  - c) What are the challenges of service sector? Explain each challenge with suitable example [CO2]

**Section-C**

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a) Explain the 5 dimensions of Service Quality with an example in the context of a hospital or a restaurant. [CO3]
  - b) What is service marketing Mix? Analyze each element of service marketing mix with suitable examples. [CO3]

*All the Best*





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

**Semester : 3<sup>rd</sup> Sem. MBA  
Batch : 2024-26  
Subject : Digital Marketing  
Subject Code : MBPC3001**

**Date : 15.09.2025  
Class Test : I  
Duration : 1 Hr.  
Full Marks : 30**

**Section- A**

- 1. Answer any four out of following questions. [4 x 2 = 8]**
- a) Write the difference between push and pull medium? [CO1]
  - b) What is Measurability in Digital Marketing? [CO1]
  - c) What is Search Marketing? [CO1]
  - d) Explain UGC? [CO1]
  - e) Which social media platform is favoured for B2B marketing and why? [CO1]

**Section-B**

- 2. Answer any two questions out of following [2 x 6= 12]**
- a) What are the different elements of the digital marketing landscape? [CO1]
  - b) What are the key drivers of digital marketing? [CO1]
  - c) Explain P.E.O.M framework in digital marketing strategy? [CO2]

**Section-C**

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a) Who is a Digital Consumer? Explain how online communities, Gen Y, and Netizens' expectations influence digital marketing strategies. [CO1]
  - b) Explain the evolution of Digital Marketing in detail. How does it differ from Traditional Marketing in terms of direction of communication, communication with consumer, response time, and availability? [CO2]

*All the Best*