



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

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

**Date : 08.11.2025  
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 Service Blueprint? [CO2]
  - b) Draw Services Marketing Triangle? [CO2]
  - c) Define Knowledge Gap? [CO2]
  - d) What is the difference between Hard Standards and Soft Standards? Give an example? [CO2]
  - e) What is a service encounter? CO2

**Section-B**

- 2. Answer any two questions out of following [2 x 6= 12]**
- a) What is SERVQUAL? Explain its components. [CO2]
  - b) Explain Service Flower? [CO2]
  - c) Explain various methods of pricing [CO2]

**Section-C**

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a) Explain Gaps Model. [CO2]
  - b) List the various ways of managing demand and capacity. [CO2]

*All the Best*



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

**Date : 06.11.2025  
Class Test : II  
Duration : 1 Hr.  
Full Marks : 30**

**Section- A**

- 1. Answer any four out of following questions. [4 x 2 = 8]**
- a) Highlight your understanding of Specialty Store with an example [CO2]
  - b) Define Visual Merchandizing. [CO2]
  - c) What is product assortment in Retail? [CO2]
  - d) Describe the components of retail marketing mix. [CO2]
  - e) Explain brand extension with an example from Odisha. [CO3]

**Section-B**

- 2. Answer any two questions out of following [2 x 6= 12]**
- a) Describe the different types of Retail Layouts with an example [CO3]
  - b) Explain the different types of retail locations. [CO3]
  - c) Explain the way social media helps retail promotion. [CO3]

**Section-C**

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a) You are planning to open a restaurant, explain different factors influencing your decision to select location. [CO4]
  - b) Take the example of Reliance Digital in Odisha. Explain its retail communication mix. [CO4]



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**Semester : 9<sup>th</sup> Sem. IMBA**

**Batch : 2021-26**

**Subject : Production and Branding Management**

**Subject Code : 16IMN903A**

**Date : 07.11.2025**

**Class Test : II**

**Duration : 1 Hr.**

**Full Marks : 30**

**Section- A**

- 1. Answer any four out of following questions. [4 x 2 = 8]**
- a) Explain the difference between Brand Rejuvenation and Brand Revitalization. [CO4]
  - b) What do you mean by Co-Branding? [CO3]
  - c) Factor 2 ways of Brand Leveraging [CO4]
  - d) How is Brand Stretching different from Product stretching? [CO3]
  - e) List 2 different ways of ensuring Brand Stickiness [CO3]

**Section-B**

- 2. Answer any two questions out of following [2 x 6= 12]**
- a) Describe Brand Resonance Model with examples [CO4]
  - b) What do you mean by Brand Hierarchy? [CO3]
  - c) Explain Brand Prism in context to a premium brand of your choice [CO3]

**Section-C**

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a) How does Brand Equity helps in valuation of a brand? Discuss the importance of managing brand equity in the market? [CO4]
  - b) An FMCG company with diverse products – soaps, shampoos and detergents – plans to launch a premium skin care line. Should it create a new independent brand, use a sub brand or extend the parent brand? Discuss a brand architecture strategy to ensure growth without diluting the brand. [CO4]

*All the Best*