Section- A

1. **Answer any four out of following questions.**   **[4 x 2 = 8]**

    a) What is meant by loop-type store layout?   [CO2]

    b) Define retail brand equity.   [CO4]

    c) How can GMROI be used to calculate the profitability of a retail organisation? [CO3]

    d) Write the relevance of a free-standing location.   [CO2]

    e) What do you understand by the term pilferage?   [CO2]

Section-B

2. **Answer any two questions out of following**   **[2 x 6= 12]**

    a) Discuss the various sales promotion activities that can be carried out by a retailer. [CO3]

    b) List out the roles and responsibilities of a Store Manager.   [CO2]

    c) Examine the role of visual merchandising in retail aesthetics.   [CO2]

Section-C

3. **Answer any one out of following questions.**   **[1 x 10= 10]**

    a) Describe the steps in setting price for a retail product. Discuss the various pricing strategies useful to leverage demand-supply fluctuations in a dynamic market scenario.
                                                                            [CO3]

    b) Discuss the various branding strategies in retail and explain how it influences customer purchasing decisions.   [CO4]

All the Best

Semester : 3rd Sem. MBA   **Date : 08.11.2025**
Batch : 2024-26   **Class Test : II**
Subject : Sales & Distribution Management   **Duration : 1 Hr.**
Subject Code : MBPC3002   **Full Marks : 30**

Section- A

1.   **Answer any four out of following questions.**   **[4 x 2 = 8]**

     a. List any four functions of distribution channels.   [CO4]

     b. What is Just-in-Time (JIT) logistics system?   [CO4]

     c. Define Economic Order Quantity (EOQ).   [CO4]

     d. Mention any two types of sales quotas.   [CO3]

     e. What is the difference between internal and external sources of recruitment? [CO3]

Section-B

2.   **Answer any two questions out of following**   **[2 x 6= 12]**

     a. Describe the types and characteristics of Vertical Marketing Systems (VMS). [CO4]

     b. Compare different modes of transportation and their relative merits.   [CO4]

     c. Explain the different types of sales quotas with suitable examples.   [CO3]

Section-C

3.   **Answer any one out of following questions.**   **[1 x 10= 10]**

     a. Explain the various stages of channel conflict and suggest methods to resolve them effectively.   [CO4]

     b. Assume you are appointed as head of marketing of BIITM Glass Pvt. Ltd which is a new company. The company is dealing into glass materials for both household and business organizations. The factory is located in Jatni of Khurda District, Orissa, about 20 km from Bhubaneswar. You have discussed with your CEO to initially focus on eastern region West Bengal, Jharkhand, Orissa and Bihar. You are required required to design sales territories to cover four states. Describe how would you go about your task for designing this sales territory and what major criteria would you keep in mind in assigning the sales persons to different territories?   [CO3]

All the Best

Semester : 3rd Sem. MBA
Batch : 2024-26
Subject : Services Marketing
Subject Code : MBPC3004

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) What is Service Blueprint?   [CO2]

   b) Draw Services Marketing Triangle?   [CO2]

   c) Explain service scape?   [CO2]

   d) Differentiate between hard and soft standards   [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 relationship marketing with an example?   [CO2]

   c) Interpret various methods of pricing.   [CO2]

Section-C

3. **Answer any one out of following questions.**   **[1 x 10= 10]**

   a) Customer Gap arises due to four provider gaps. Explain each gap with an example from services sector.   [CO3]

   b) List the various ways of managing demand and capacity.   [CO3]

All the Best

Semester : 3rd Sem. MBA
Batch : 2024-26
Subject : Digital Marketing
Subject Code : MBPC3001

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) What is the role of landing pages in PPC campaigns?   [CO2]

    b) Difference between CPC and CPM.   [CO2]

    c) Explain Keyword stuffing.   [CO2]

    d) What do you mean by Backlinks?   [CO1]

    e) Define & "open rate" in email marketing.   [CO4]

Section-B

2. **Answer any two questions out of following**   **[2 x 6= 12]**

    a) Give strategy for managing customer experience (CX) in digital marketing. [CO4]

    b) What are the main advantages of affiliate marketing for businesses?   [CO4]

    c) Explain how Google Search Console helps monitor a website's performance in search results.   [CO2]

Section-C

3. **Answer any one out of following questions.**   **[1 x 10= 10]**

    a) What is mobile marketing? Describe different mobile marketing format? [CO4]

    b) Define Social Media Marketing? Explain the different phases involved in developing a Social Media Strategy.   [CO3]

All the Best