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Total Number of Pages: 02

Course: MBA
Sub_Code: MBPC30013rd Semester Regular Examination: 2025-26

SUBJECT: Digital Marketing

BRANCH(S): MBA, MBA (A & M), FM&HRM, LSCM, RM, BA, FM, GM, HCHM, HRM, MM

Time: 3 Hours

Max Marks: 100

Q.Code: U006

Answer Question No.1 (Part-I) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right-hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- In order to become a digital consumer, you have to buy a product online. Do you agree?
- What do you mean by Click-through Rate (CTR)?
- Differentiate between market place and market space.
- What do you understand by Search Engine Marketing?
- Who are digital natives?
- What do you understand by CX in digital marketing?
- A digital marketer spends Rs.100,000 on a Google Ads campaign and generates Rs. 300,000 in profit from those ads. What is ROI?
- What is cost-per-impression (CPM)?
- What is COPE in content marketing?
- Differentiate between Gen Y and Gen Z?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- Briefly describe the on page and off page SEO techniques.
- What is affiliate marketing? Briefly describe its advantages.
- What do you mean by digital engagement? How does Net Promoter Score (NPS) help to measure digital engagement?
- How does Gen Y affect the digital marketing landscape?
- Write a brief note on campaign bid and Ad Rank.
- Write a short note on Push vs Pull Marketing.
- Describe the benefits of Paid, Owned, and Earned Media (POEM) framework.
- Digital marketing is bound to grow. Justify your response with suitable statistics.
- Write a short note on email marketing.
- What is inbound marketing? What is its relevance in website planning and development?

- k) Briefly describe the 6S digital marketing implementation strategy.
- l) Briefly describe banner ads, native ads, interstitial ads, and rich media ads.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** What is digital community? Describe the attributes and benefits of a digital community. **(16)**
- Q4** What are the different types of mobile marketing? How will you measure the success of your mobile marketing in terms of Active Users, Engagement Rate, Retention Rate, Conversion Rate and Cost Per Acquisition (CPA)? **(16)**
- Q5** Critically examine different content marketing strategies with suitable examples. **(16)**
- Q6** Explain various web analytics tools like Google Analytics, Audience Analysis, Acquisition Analysis, Behavior Analysis, and Conversion Analysis. **(16)**

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Total Number of Pages: 02

Course: MBA
Sub_Code: MBPC3002

3rd Semester Regular Examination: 2025-26
SUBJECT: Sales & Distribution Management
BRANCH(S): MBA, MBA (A & M), FM&HRM, LSCM, RM, BA, FM, GM, HCHM, HRM, MM
Time: 3 Hours
Max Marks: 100
Q.Code: U071

Answer Question No.1 (Part-I) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right-hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- a) Define sales forecasting and state two methods commonly used in practice.
- b) What is a sales quota? How does it differ from a sales budget?
- c) List two objectives of territory design and why each matter.
- d) Mention two key elements of the selling process and their purpose.
- e) What is channel conflict? Give one horizontal and one vertical example.
- f) Define per dealer stocking and state what an unusually high value might indicate.
- g) Differentiate between own sales channel and intermediary-based channel in one key trade-off.
- h) What is the objective of logistics planning in one sentence?
- i) State two inventory-related decisions that logistics managers routinely make.
- j) What is omni-channel distribution? Give one operational implication.

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- a) Explain the steps in the selling process and map each step to typical salesperson KPIs.
- b) Describe a structured approach to sales force recruitment, selection, and onboarding for a consumer durables firm.
- c) Compare three compensation plans for salespeople and discuss when each is most appropriate.
- d) Design a framework for motivating a sales force operating in a highly seasonal industry.
- e) Describe a method to design sales territories that balances workload, potential, and travel time. Also include data inputs which are needed.
- f) Describe a process to evaluate sales force performance using both quantitative and qualitative metrics.

- g) Build a top-down sales forecasting approach for a new product launch in a known category. Also list down its relevant assumptions and risks.
- h) Explain drivers, symptoms, and resolution mechanisms of channel conflict in a multi-tier distribution network.
- i) Describe depth vs. width of distribution and how they influence market coverage, cost-to-serve, and brand positioning.
- j) Describe on own channel vs. intermediaries for a D2C brand expanding to Tier-2 cities; include cost, control, and speed factors.
- k) Describe on the key logistics decisions (inventory placement, transportation mode choice, service levels) for next-day delivery in urban areas.
- l) Explain how supply chain management integrates with online retailing; identify two analytics or dashboards you would track.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3 Explain the objectives and functions of sales management in detail. Describe how sales management interfaces with marketing strategy, operations, and finance, and elaborate on the role of sales analytics in modern sales management. (16)
- Q4 Describe the selling process comprehensively, detailing each stage from prospecting to follow-up. For each stage, discuss typical activities, success metrics, and common pitfalls. (16)
- Q5 Describe on sales forecasting methods. Compare qualitative and quantitative approaches, including time-series, causal, and judgmental methods, and discuss data requirements, accuracy considerations, and error diagnostics. (16)
- Q6 Explain the foundations of supply chain management in the context of online marketing and retailing. Describe in-detail about demand visibility, order orchestration, fulfilment options, reverse logistics, and performance metrics. (16)

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Course: MBA
Sub_Code: MBPC3003

3rd Semester Regular Examination: 2025-26

SUBJECT: Retail Management

BRANCH(S): MBA, MBA (A & M), FM&HRM, LSCM, RM, BA, FM, GM, HCHM, HRM, MM

Time: 3 Hours

Max Marks: 100

Q.Code: U178

Answer Question No.1 (Part-I) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right-hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- Differentiate between organized and unorganized retailing.
- Define any two factors responsible for the growth of organized retail in India.
- Define non-store retailing.
- What is understood by category killer in retailing?
- What is understood by impulse buying in retail?
- Differentiate between a convenience store and specialty store.
- Why destination stores are preferred over convenience store?
- Mention two responsibilities of a store manager.
- What is signage in retail?
- Define a private label brand.

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- Explain the role of a retail store manager with real life examples.
- Describe the factors influencing Retail Consumer Behaviour.
- Explain various pull and push strategies used by a garment retailer.
- Critically analyse how technology has facilitated the retail operations in India.
- Explain how aesthetics influence consumer behaviour in Reliance stores.
- Discuss the necessary skills required to provide exceptional customer service in a retail store.
- Explain the different components of retail brand equity.
- Discuss the factors you consider while opening a departmental store with justification.
- Illustrate various value-based pricing used by a retailer with suitable examples.
- Why a retailer evaluates GMROI? What does a high GMROI indicate?
- Define co-branding. Discuss various branding strategies used by retailers.
- How analytics is used in retail? Discuss.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** Evaluate the role of liberalization, globalization, and FDI in shaping the Indian retail industry. (16)
- Q4** Discuss the internal and external factors influencing pricing decisions in retailing. (16)
- Q5** You are going to open a retail food chain in your city, develop a strategic roadmap for building a successful brand for your food chain store within next five years. (16)
- Q6** Explain with example how retailers can use predictive analytics to personalize customer experiences and improve profitability. (16)

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Total Number of Pages: 02

Course: MBA
Sub_Code: MBPC3004

3rd Semester Regular Examination: 2025-26

SUBJECT: Services Marketing

BRANCH(S): MBA, MBA (A & M), FM&HRM, LSCM, RM, BA, FM, GM, HCHM, HRM, MM

Time: 3 Hours

Max Marks: 100

Q.Code: U292

Answer Q1 (Part-I) which is compulsory, any eight from Part-II and any two from Part-III.
The figures in the right-hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- How remote encounter is different from face-to-face encounter?
- What are the components of service marketing triangle? Sketch their relationship.
- What do you mean by zone of tolerance?
- What constitutes the service blueprint?
- What do you mean by moments of truth?
- Differentiate between augmented service and potential service. Give example.
- What are the additional 'P's in Service Marketing? How do they differentiate products and services?
- Can service be packaged? Justify your answer.
- Differentiate between standardization and customization.
- Define and explain customer life time value.

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- The service scape creates a mood, an attraction or a desire to visit the service provider. Explain with examples.
- Companies often find pricing of services more difficult than pricing of goods. Explain various approaches for pricing of services.
- "Matching capacity and demand is difficult in-Service Marketing as services cannot be stored". Explain different strategic approaches for Managing Supply and demand for services.
- Give three important reasons behind the huge growth of service economy in India with justifications.
- Why extra 3Ps are required in addition to the traditional marketing-mix for the marketing of services? Explain your answer keeping in view the recent condition of telecommunication services.

- f) What is the importance of distribution channel for the marketing of services? Explain different types of channel conflict.
- g) Explain the process of service delivery by "Zomato".
- h) What is single window service concept? Explain.
- i) What do you mean by service encounter? Discuss the various types of service encounters.
- j) State the implications of service characteristics in financial sector with suitable examples.
- k) Explain the different types of intermediaries in service distribution channel.
- l) Why service provider link employee satisfaction and customer satisfaction to company's profit? Justify the inter-relatedness with example.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3 Draw the Gap Model and explain various types of gaps in delivery of services with suitable examples. Also state the advantages and limitations of the Gap Model. (16)
- Q4 What is SERVQUAL? Using this scale how can you measure and compare public and private hospitals of your city? Explain appropriate components of each scale. (16)
- Q5 What do you mean by service blue printing? Map a flow chart or service blue print of an Automated Teller Machine (ATM) for delivery of cash. (16)
- Q6 "Services are deeds, acts or Performances". Explain the statement in the perspective of Service Marketing. Make a comparative analysis between Goods and Services highlighting the characteristics of services. (16)