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

Semester : 8th Sem. IMBA
Batch : 2022-27
Subject : Consumer Behaviour
Subject Code : 16IMN801A

Date : 09.02.2026
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 Evoked set and Inert set? [CO1]
 - b. Explain Routine Response Buying (RPS) behavior with one example. [CO1]
 - c. Illustrate an example to explain Behavioral segmentation [CO1]
 - d. Describe “Product Specialization” Targeting with example. [CO2]
 - e. Describe Advertising Wear Out [CO2]

Section-B

2. **Answer any two questions out of following** [2 x 6= 12]
- a. Elaborate on the strategic application of Classical Conditioning in designing marketing strategies. [CO2]
 - b. Describe Classical Conditioning with the Pavlovian model and experiment [CO2]
 - c. Identify and explain the different levels of Decision Making. [CO1]

Section-C

3. **Answer any one out of following questions.** [1 x 10= 10]
- a. What is psychographic segmentation strategy? Briefly explain VALs [CO1]
 - b. Explain Black Box model and its implication to Consumer’s Decision-making process. [CO2]

All the Best

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

Semester : 8th Sem. IMBA

Batch : 2022-27

Subject : Sales & Distribution Management

Subject Code : 16IMN802A

Date : 10.02.2026

Class Test : I

Duration : 1 Hr.

Full Marks : 30

Section- A

- 1. Answer any four out of following questions. [4 x 2 = 8]**
- a) Why is Sales Management important to a business compared to HR or Finance? [CO1]
 - b) What is the meaning of Prospecting? [CO1]
 - c) Explain importance of Sales Management in India. [CO1]
 - d) Explain importance of Route Planning. [CO1]
 - e) Explain Territory Design in Odisha [CO2]

Section-B

- 2. Answer any two questions out of following [2 x 6= 12]**
- a) Explain the importance of Sales Forecasting. What tools are managers using for forecasting sales in the present era. [CO2]
 - b) A Sales Manager is a pivotal position in an organization. Explain his role. [CO2]
 - c) Clarify the difference between Sales and Marketing. [CO2]

Section-C

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a) Explain the steps in the selling process with an example. [CO3]
 - b) A pharmaceutical company noticed declining sales performance despite strong product demand. Sales executives felt demotivated due to high targets, limited incentives, and lack of recognition. Management introduced performance-based rewards, training programs, and career progression paths. Improved motivation led to higher morale, better customer engagement, and increased sales productivity. [CO4]
 - a) Identify the demotivating factors in the caselet
 - b) What steps did the company take to improve motivation among its sales executives?

All the Best

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

**Semester : 8th Sem. IMBA
Batch : 2022-27
Subject : Digital Marketing
Subject Code : 16IMN803A**

**Date : 11.02.2026
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 Sales Funnel? [CO1]
 - d) What Is UGC? [CO1]
 - e) What do you mean by Advocacy in AIDA model? [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