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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 : 10.03.2026
Special 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 inbound marketing. [CO1]
 - b) Define organic traffic. [CO2]
 - c) What is remarketing or retargeting? [CO1]
 - d) What Is COPE? [CO1]
 - e) What do you mean by Advocacy in AIDA? [CO1]

Section-B

2. Answer any two questions out of following [2 x 6= 12]
- a) Explain the advantages and challenges of digital marketing for modern businesses. [CO1]
 - b) How Can I drive digital traffic to my site? [CO1]
 - c) Explain the digital marketing funnel and how it influences consumer purchase behaviour. [CO2]

Section-C

3. Answer any one out of following questions. [1 x 10= 10]
- a) Explain the concept of the Digital Marketing Landscape. Discuss its major components and how they influence modern marketing strategies. [CO1]
 - b) Explain the evolution of Digital Marketing in detail. Compare traditional marketing and digital marketing in terms of reach, cost, measurability, and customer interaction. [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 : 12.03.2026
Special Class Test : I
Duration : 1 Hr.
Full Marks : 30**

Section-A

1. **Answer any four out of following questions.** [4 x 2 = 8]
- a) "Compared to HR and Finance functions, Sales Management is more important". Explain? [CO1]
 - b) What is the meaning of Prospecting? [CO1]
 - c) Sales Management in India is important. Justify [CO1]
 - d) Route Planning results in lower mobility costs and better coverage. Explain with an example [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) Explain the difference between a Prospect and a Customer. [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) An FMCG 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?

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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 : 11.03.2026
Special 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 does a consumer reach Sensory Adaptation? [CO1]
 - b. What is Schema and how is it related to Chunking? [CO1]
 - c. Illustrate an example to explain Behavioral segmentation [CO1]
 - d. Give reason on why Licensing in an apt example of Stimulus Generalization [CO2]
 - e. How do you differentiate between Recognition and Recall [CO2]

Section-B

2. **Answer any two questions out of following** [2 x 6= 12]
- a. Draw and analyze Black Box Model. [CO2]
 - b. Explain Maslow's Need Hierarchy with examples of Product categories for each level. [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 how consumer behavior is strengthened or weakened with respect to reinforcements applied or removed using the model of Operant Conditioning. [CO2]

All the Best