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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 : 08.04.2026
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 compulsive consumption behavior and Fixated consumption behaviour? CO2
 - b. Explain Weber's Law? [CO3]
 - c. Who are ethnocentric consumers? [CO3]
 - d. How does perceptual defense influence consumer response to advertisements that conflict with their beliefs or lifestyle choices? [CO3]
 - e. Give one example of Cognitive Dissonance in Consumer Behavior context [CO2]

Section-B

- 2. Answer any two questions out of following [2 x 6= 12]**
- a. Perceptual Organisation/ Gestalt Psychology [CO3]
 - b. Tricomponent Attitude Model [CO2]
 - c. Freud's Principle [CO3]

Section-C

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a. A premium smartphone brand uses detailed feature comparisons in its ads, while a budget brand relies on celebrity endorsements. Analyze these strategies using the ELM model. Which route is being used in each case and why?. [CO4]
 - a. Discuss consumer innovativeness related personality traits to differentiate innovators from non-innovators. [CO3]

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 : 09.04.2026

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 are the functions of a Wholesaler? [CO1]
 - b) Who is a Franchisee. Provide 2 examples of franchisees in Bhubaneswar [CO1]
 - c) Briefly explain Reverse Logistics [CO1]
 - d) Distinguish between horizontal and vertical channel conflicts [CO1]
 - e) Explain Omnichannel Marketing [CO1]

Section-B

- 2. Answer any two questions out of following [2 x 6= 12]**
- a) Describe with an example a typical distribution channel for Lux Soap [CO2]
 - b) Write short note on Stock Turnover Ratio [CO3]
 - c) Why is the retailer a crucial link in the Channel. Explain with an example [CO2]

Section-C

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a) Define Channel Conflicts. What are the main reasons for conflict? [CO3]
 - b) An FMCG company which typically distributes in semi-urban and rural areas is planning to launch its products in urban centres like Bhubaneswar and Cuttack. [CO4]
 - a. What should be its distribution strategy?
 - b. Which channels must it use in order to reach maximum customers?

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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 : 07.04.2026
Class Test : II
Duration : 1 Hr.
Full Marks : 30**

Section- A

- 1. Answer any four out of following questions. [4 x 2 = 8]**
- a) Name 2 metrics that measures customer engagement. [CO2]
 - b) Define off-page SEO. How it differs from on-page SEO? [CO2]
 - c) What is cloaking? [CO2]
 - d) Explain keyword stuffing. [CO2]
 - e) What is the role of landing page in PPC campaign? [CO2]

Section-B

- 2. Answer any two questions out of following [2 x 6= 12]**
- a) What are the benefits of using Gamification to increase customer engagement? Explain with examples. [CO2]
 - b) Explain various metrics to measure the success of email marketing. [CO4]
 - c) Elaborate the recent trends and strategies followed in social media marketing. [CO3]

Section-C

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a) Explain Affiliate marketing process from the perspective of both the merchant and affiliate. Discuss the benefits and challenges for both parties involved in an affiliate marketing. [CO4]
 - b) Discuss the various strategies businesses can use to enhance customer engagement in the digital age, include examples of successful brands. [CO2]