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Total Number of Pages: 02

Course: IMBA  
Sub Code: 16IMN802A

8th Semester Regular/Back Examination: 2025-26

SUBJECT: Sales & Distribution Management

BRANCH(S): IMBA

Time: 3 Hours

Max Marks: 100

Q. Code: V228

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)

- Define Sales Management and state its primary objectives.
- What are the essential factors to consider when setting up a sales organization?
- Explain the difference between Recruitment and Selection in the context of a sales force.
- Why is sales force motivation critical for organizational success?
- Mention three common methods used for Compensating Sales Force.
- What is meant by Territory Design in sales management?
- What is a Sales Quota, and how does it differ from a Sales Budget?
- Briefly explain the concept of Sales Analytics.
- What is Omni-Channel distribution?
- Define the Stock Turnover Ratio and its significance.

Part-II

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

(6 x 8)

- Distinguish between a Vertical Marketing System and a Horizontal Marketing System with suitable examples.
- How does Supply Chain Management differ for Online Marketing compared to traditional retailing?
- Discuss the qualitative and quantitative criteria used to evaluate the performance of a sales force.
- "A well-motivated sales force is the backbone of a company." Discuss this statement and evaluate different sales compensation plans (salary vs. commission).
- Explain the significance of recruitment and selection in building a high-performing sales team. What are the consequences of poor selection?

- f) Define Logistics Management and discuss its core objectives. How does logistics planning contribute to the competitive advantage of a firm?
- g) Discuss the role of intermediaries in the distribution process. When should a company consider moving from an intermediary-based model to its own sales channel?
- h) Discuss the factors that influence the design of a customer-oriented marketing channel. Compare direct versus indirect distribution strategies.
- i) Explain the process of preparing a sales budget. How does it serve as both a planning and a control tool?
- j) Elaborate on the steps involved in designing sales territories. How does an effective territory management impact sale force morale and productivity?
- k) Compare and contrast qualitative and quantitative methods of sales forecasting. Under what market conditions would you prefer one over the other?
- l) Critically analyze the stages of the personal selling process. Which stage do you believe is most critical for building long-term customer relationships?

### Part-III

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

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|-----------|--|-------------|
| <b>Q3</b> | Elaborate on the concept of Sales Analytics in modern marketing. How can modern data-driven insights be used in the evaluation of the sales force to move beyond simple revenue metrics?   | <b>(16)</b> |
| <b>Q4</b> | Discuss the process of Sales force Training. What are the different Sales training methods and their relative importance with respect to each other? Briefly explain the Sales training evaluation process.  | <b>(16)</b> |
| <b>Q5</b> | Discuss the nature and type of Channel Conflict? What are the methods to resolve channel conflict? Explain the measures used to solve chronic channel conflict?  | <b>(16)</b> |
| <b>Q6</b> | The rise of e-commerce has fundamentally altered traditional distribution models. Critically examine the complexities of Supply Chain Management in Online Marketing and Retailing. How do the logistics requirements of an e-retailer differ from those of a traditional "brick-and-mortar" retailer in terms of warehouse management, last-mile delivery, and reverse logistics? | <b>(16)</b> |

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Course: MBA/IMBA  
Sub Code: MBPC4001/16IMN801A

4<sup>th</sup>/ 8<sup>th</sup> Semester Regular/Back Examination: 2025-26

SUBJECT: Consumer Behaviour

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

Time: 3 Hours

Max Marks: 100

Q. Code: V007

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)

- What is the Black Box Model in consumer behaviour?
- Define the consumer decision-making process and list its key stages.
- Briefly explain the psychoanalytic theory.
- What is the learning theory?
- Define attitude and mention any one attitudinal model.
- What is the role of reference groups in consumer behaviour?
- Define the term impulsive buying.
- Define family life cycle.
- Who are opinion leaders?
- What is the Engel-Kollat-Blackwell (EKB) model of consumer behaviour?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- Analyse the influence of social groups, social class, and opinion leaders on consumer behaviour. Illustrate with examples.
- Explain cross-cultural consumer behaviour. Why is cross-cultural understanding important for global marketers?
- Describe the consumer decision-making process in detail. What are the major factors influencing each stage of the process?
- Discuss the role of cultural values and the impact of cultural changes on consumer decisions.
- Discuss the structure and role of family in consumer behaviour. Explain the family life cycle and its impact on purchasing decisions.

- f) Explain the concept of attitude and discuss major attitudinal models. How do marketers attempt to change consumer attitudes?
- g) An international fast-food chain modifies its menu in different countries to match local tastes and cultural preferences. Discuss the role of culture and cross-cultural understanding in this strategy. Why is localization important?
- h) Evaluate the impact of social media on consumer behaviour. How has it changed traditional buying patterns?
- i) What is perception, and how does it affect consumer behaviour?
- j) A new beverage brand uses repetitive advertisements and celebrity endorsements to build brand recognition among young consumers. Using learning theory and perception, explain how the company can influence consumer behaviour.
- k) Elaborate the learning theory of consumer behaviour, and how does it influence buying decisions?
- l) Discuss the influence of social groups on buying behaviour.

### Part-III

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

- Q3 Discuss the major theories of consumer behaviour, including learning theory, psychoanalytic theory, Gestalt theory, and cognitive theory. Explain their implications for marketers. (16)
- Q4 What is the effect of culture and sub-culture on consumer behaviour? Explain various strategies adopted by marketers to deal with cross-cultural environments. (16)
- Q5 Discuss the changing dynamics of consumer behaviour in the digital age. Analyse online consumer behaviour, omni-channel behaviour, and the characteristics of modern consumers (netizens and working women). (16)
- Q6 A customer checks a product online, visits a physical store to experience it, and finally purchases it through a mobile app due to a discount. Analyse this behaviour using the concepts of online consumer behaviour and omni-channel marketing. What challenges do marketers face in such situations? (16)

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Course: IMBA  
Sub\_Code: 16IMN803A

8<sup>th</sup> Semester Regular/Back Examination: 2025-26

SUBJECT: Digital marketing

BRANCH(S): IMBA

Time: 3 Hours

Max Marks: 100

Q.Code: V331

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)**

- a) State the characteristics of Gen Y consumers.
- b) Define Pay Per Click advertising with a suitable example.
- c) Mention two characteristics of digital consumers.
- d) What is sales force automation?
- e) How social media helps to promote your business?
- f) Define keyword advertising.
- g) Why is personalization important in digital marketing?
- h) What is social media marketing?
- i) Who are called digital communities?
- j) How do Netizens influence buying decisions online?

**Part-II**

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

**(6 x 8)**

- a) Describe the key drivers responsible for the growth of digital marketing.
- b) Discuss the role of online communities in digital marketing with example.
- c) Explain keyword advertising and its significance in digital campaigns.
- d) Describe the role of social media strategy in digital marketing success.
- e) Explain the uses of Google Analytics for marketers.
- f) Discuss the role of customer engagement in digital marketing.
- g) Explain affiliate marketing and strategic partnerships in online business.
- h) What is e-CRM? Discuss its advantages over traditional CRM.
- i) Discuss the importance of off-page SEO techniques in improving website ranking.
- j) Explain various types of display ads on the basis of format and size.
- k) Explain the different types of display advertisements used online.
- l) Discuss the best practices and types of mobile marketing.

**Part-III**

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

- Q3** Analyze the behavior, expectations, and buying patterns of digital consumers. (16)
- Q4** Explain Search Engine Marketing (SEM) and discuss the role of PPC campaigns in online promotion. (16)
- Q5** You are going to launch a sunglasses in your city; examine various online tools that can be used for effective segmentation and positioning of the product. (16)
- Q6** Explain the significance of CRM and Customer Experience (CX) in digital marketing success. (16)

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