Registration No.											

BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES, BHUBANESWAR

MBA- WORKING PROFESSIONAL

Semester : 3rd Sem. MBA (W.P) **Date : 07.09.2026**
Batch : 2025-27 **Class Test : I**
Subject : Digital Marketing **Duration : 1 Hr.**
Subject Code : MBPC3001 **Full Marks : 30**

MBA

Section-A

1. Answer any four out of following questions. **[4 x 2 = 8]**

c) What is Search Marketing? [CO1]

b) What is Measurability in Digital Marketing? [CO1]

c) Mention any two differences between traditional and digital marketing. [CO1]

d) Explain UGC? [CO1]

e) Which social media platform is favoured for B2B marketing and why? [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 how digital marketing can be integrated with traditional marketing through IMC. [CO3]

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) A new fashion brand wants to target young consumers through Instagram, YouTube, its website, online advertisements and influencer recommendations. Develop a digital marketing strategy for the brand using: POEM framework, AIDA model, Digital consumer behaviour, IMC principles.

Explain how these elements can work together to create awareness, engagement and sales. [CO3]

All the Best

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BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES, BHUBANESWAR

MBA- WORKING PROFESSIONAL

Semester : 3rd Sem. MBA (W.P.) **Date : 08.09.2026**
Batch : 2025-27 **Class Test : I**
Subject : Sales & Dist. Management **Duration : 1 Hr.**
Subject Code : MBPC3002 **Full Marks : 30**

Section-A

1. Answer any four out of following questions. **[4 x 2 = 8]**

a. Define order getter with suitable example. [CO1]
b. Write few examples of prospecting techniques. [CO1]
c. What is Key Account Management? [CO1]
d. Explain transactional selling and relationship selling. [CO1]
e. Differentiate between market potential and company sales potential. [CO2]

Section-B

2. Answer any two questions out of following. **[2 x 6= 12]**

a) Explain the five qualitative methods of sales forecasting. [CO2]

b) What is meant by personal selling? Explain the different types of personal selling. [CO1]

c) Explain the top-down and bottom-up approaches to sales forecasting. [CO2]

Section-C

3. Answer any one out of following questions. **[1 x 10= 10]**

a. A company plans to launch a new consumer product in Odisha. Since the product is new, sufficient past sales data are not available. As the Sales Manager, which method of sales forecasting would you recommend? Explain the method and justify why it would be suitable in this situation. [CO2]

b. Imagine you have joined MRF tyre as a sales manager in Bhubaneswar territory. You are given a task to create some new channel partners. Elaborate the selling process you will apply to achieve your objective. [CO1]

All the Best

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BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES, BHUBANESWAR

MBA- WORKING PROFESSIONAL

Semester : 3rd Sem. MBA (W.P.)
Batch : 2025-27
Subject : Retail Management
Subject Code : MBPC3003

Date : 07.09.2026
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 meant by organized retailing? Give one suitable example. [CO1]
b) Differentiate between Augmented Reality (AR) and Virtual Reality (VR) technologies. [CO2]
c) What is a hypermarket? [CO1]
d) Explain the concept of impulse buying. [CO1]
e) What are the functions of retailing? [CO2]

Section-B

2. Answer any two questions out of following [2 x 6= 12]

a) Differentiate between unorganized and organized retail. [CO1]
b) Briefly discuss the retail marketing mix. [CO2]
c) What are the various non-store based retail strategies? Give examples to support your answer. [CO2]

Section-C

3. Answer any one out of following questions. [1 x 10= 10]

a) Explain the various factors affecting retail consumers' buying decisions. Also mention steps in the retail consumer decision making process. [CO2]

b) With the rise of digital payments, apps, and e-commerce, Indian consumers have changed the way they shop. UPI-based payments, online grocery apps (Big Basket, Blinkit), and omni-channel strategies (Reliance Smart, Tata Neu) have blurred the lines between offline and online retail. A consumer can browse products in-store but place the order online for home delivery, or pay via UPI at a local kirana shop. Technology adoption has also reshaped inventory management, customer loyalty programs, and data-driven marketing. Retailers are also increasingly using technologies like AI chatbots, AR/VR virtual tryons, RFID-based inventory tracking, self-checkout kiosks, and customer data analytics to improve efficiency and enhance shopping experiences. [CO2] Based on the above caselet, answer the following questions: i) Discuss how various technologies are shaping retail in India using suitable examples. ii) Also explain how RFID systems improve efficiency in inventory and supply chain management.

All the Best

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BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES, BHUBANESWAR

MBA- WORKING PROFESSIONAL

Semester : 3rd Sem. MBA | **Date : 13.09.2026**
Batch : 2025-27 | **Class Test : I**
Subject : Services Marketing | **Duration : 1 Hr.**
Subject Code : MBPC3004 | **Full Marks : 30**

Section-A

1. Answer any four out of following questions. **[4 x 2 = 8]**

a) What is Tangibility Spectrum? [CO1]

b) What is Zone of Tolerance? [CO1]

c) What is Physical Evidence? [CO1]

d) What are Credence Qualities? [CO1]

e) What is Service Blueprinting? [CO1]

Section-B

2. Answer any two questions out of following. **[2 x 6= 12]**

a) Explain Customer Gap and the way it can be minimized. [CO2]

b) Explain the three types of Services Interaction with suitable examples. [CO2]

c) Distinguish the 4 characteristics of services from a product? [CO2]

Section-C

3. Answer any one out of following questions. **[1 x 10= 10]**

a) Elaborate the extra 3Ps in Services Marketing Mix with an example. CO3

b) Is it possible to continuously delight a customer by the service provider? CO3

All the Best