



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

Semester : 3rd Sem. MBA
Batch : 2025-27
Subject : Digital Marketing
Subject Code : MBPC3001

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 UGC? [CO1]
 - b) What is Measurability in Digital Marketing? [CO1]
 - c) Mention any two differences between traditional and digital marketing. [CO1]
 - d) Mention any two expectations of modern digital consumers. [CO1]
 - e) What is meant by the digital marketing landscape? [CO1]

Section-B

2. Answer any two questions out of following [2 x 6= 12]
- a) Briefly explain the evolution of Digital Marketing. [CO1]
 - b) Discuss any about the key drivers responsible for the growth 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) Discuss the changing nature of Digital Consumers. How have digital technologies changed consumer expectations, information search, purchase behaviour and interaction with brands? [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]

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**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY
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Semester : 3rd Sem. MBA
Batch : 2025-27
Subject : Sales & Dist. Management
Subject Code : MBPC3002

Date : 08.09.2026
Class Test : I
Duration : 1 Hr.
Full Marks : 30

Section-A

1. **Answer any four out of following questions.** **[4 x 2 = 8]**
- Differentiate between an order taker and an order getter. [CO1]
 - What is missionary selling? Give one suitable example. [CO1]
 - Distinguish between a prospect and a suspect in personal selling. [CO1]
 - What is meant by pre-approach in the selling process? [CO1]
 - Differentiate between market potential and company sales potential. [CO2]

Section-B

2. **Answer any two questions out of following.** **[2 x 6= 12]**
- A company is expanding its sales operations across Odisha and needs to divide the market among its salespeople. As the Sales Manager, explain how you would design and allocate sales territories to ensure effective market coverage and efficient utilisation of the sales force. [CO2]
 - Explain the different methods of sales presentation—canned, organised and tailored presentation. [CO1]
 - 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 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]
 - A newly appointed salesperson of a consumer durables company has been given a list of 100 potential customers. However, the company wants the salesperson to concentrate only on customers who have a genuine need for the product, adequate purchasing capacity and a reasonable probability of buying.

Explain how the salesperson should carry out the prospecting process to identify and qualify the most promising prospects. Also discuss suitable methods that can be used to find new prospects. [CO1]



**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY
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Semester : 3rd Sem. MBA
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]
- What is meant by organized retailing? Give one suitable example. [CO1]
 - Differentiate between Augmented Reality (AR) and Virtual Reality (VR) technologies. [CO2]
 - How is a retailer different from a wholesaler? [CO1]
 - Explain the concept of "breaking bulk" in retailing with a suitable example. [CO1]
 - What is RFID? How is it used in retail? [CO2]

Section-B

2. Answer any two questions out of following [2 x 6 = 12]
- Explain the modern retail formats along with examples to support your answer. – [CO1]
 - Discuss the major components of a retail market strategy. [CO2]
 - 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]
- Explain the various factors affecting retail consumers' buying decisions. Also mention steps in the retail consumer decision making process. [CO2]
 - Caselet: StylePoint is a fashion retail store selling clothing, footwear and accessories. The store is located in a busy shopping area and offers a wide variety of products. However, its sales have declined during the last six months. Customers feel that some products are priced higher than competing stores. The store offers discounts only occasionally, while competitors frequently run attractive promotional campaigns. Although Style Point has a good product range, customers sometimes complain about the unavailability of popular sizes and designs. The store has a social media page, but it is rarely updated, and customers receive very little information about new arrivals and offers. Management now wants to improve its retail marketing strategy and attract more customers. Based on the above caselet, answer the following question:
Identify and explain any four elements of the retail marketing mix that are reflected in the caselet. Also suggest three specific actions StylePoint can take to improve its retail marketing mix and increase sales. [CO2]

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**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY
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Semester : 3rd Sem. MBA
Batch : 2025-27
Subject : Services Marketing
Subject Code : MBPC3004

Date : 08.09.2026
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 a service? [CO1]
 - b) What is customer delight? [CO1]
 - c) What is physical evidence? [CO1]
 - d) What is credence qualities? [CO1]
 - e) Elaborate Tangibility Spectrum? [CO1]

Section-B

- 2. Answer any two questions out of following. [2 x 6 = 12]**
- a) Elaborate Goods and Services Continuum [CO1]
 - b) What are the 4 characteristics of services? [CO1]
 - c) Explain Services Marketing Triangle. [CO1]

Section-C

- 3. Answer any one out of following questions. [1 x 10 = 10]**
- a) Explain 5 Service Levels with examples. [CO1]
 - b) Elaborate the Services Marketing Mix with an example. [CO1]