

Registration No.



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

**Semester : 9th Sem. IMBA
Batch : 2022-27
Subject : Service Marketing
Subject Code : 16IMN901A**

**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 a service? Give two examples of services you used? [CO1]
 - b) What is zone of tolerance? [CO1]
 - c) What is physical evidence? [CO1]
 - d) What is credence qualities? [CO1]
 - e) What is Tangibility Spectrum? [CO1]

Section-B

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

Section-C

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

All the Best

Registration No.										
------------------	--	--	--	--	--	--	--	--	--	--



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

Semester : 9th Sem. IMBA
Batch : 2022-27
Subject : Retail Management
Subject Code : 16IMN902A

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 organized and unorganized retailing with suitable examples. [CO1]
 - Describe how retail assortment changes according to the Accordion theory. [CO2]
 - What do you understand by "hypermarket"? How is it different from a "supermarket"? [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 traditional formats in Indian retail along with examples to support your answer. [CO1]
 - Discuss the consumer decision-making process in retail. [CO2]
 - Compare store-based and non-store-based retail formats with suitable examples. [CO2]

Section-C

3. **Answer any one out of following questions.** **[1 x 10 = 10]**
- Discuss the role of various types of technologies in improving retail operations and customer experience. [CO2]
 - Caselet:
UrbanStyle is a fashion retail store located in a popular shopping area. It offers clothing, footwear, and accessories for young customers. Although the store has a wide range of products, its sales have declined during the last six months. Customers complain that popular sizes are often unavailable and that prices are higher than those of nearby competitors.
The store is conveniently located, but its interior is crowded and customers find it difficult to locate products. UrbanStyle mainly depends on occasional discounts and does very little advertising or social-media promotion. The sales staff are available, but customers often complain about slow billing and inadequate assistance. Meanwhile, a competing retailer nearby offers attractive displays, regular digital promotions, quick checkout, and better customer service.
Based on the above caselet, answer the following question:
Analyse the problems faced by UrbanStyle in terms of the elements of the retail marketing mix and recommend suitable measures to improve its retail performance. [CO2]



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

Semester : 9th Sem. IMBA

Batch : 2022-27

Subject : Production & Branding Management

Subject Code : 16IMN903A

Date : 09.09.2026

Class Test : I

Duration : 1 Hr.

Full Marks : 30

Section-A

1. **Answer any four out of following questions.** **[4 x 2 = 8]**
- a. List 1 marketing objectives each taken during the 4 different stages of PLC? [CO2]
 - b. What is the difference Fashion, Fad, Style? [CO1]
 - c. In which stage of PLC is Product Line Extension done and why? [CO2]
 - d. What are the 3 different kinds of Product Modification? [CO1]
 - e. State the different ways of extending Product Life Cycle? [CO2]

Section-B

2. **Answer any two questions out of following.** **[2 x 6 = 12]**
- a. Describe BCG Matrix and illustrate different marketing strategies taken in each quadrant. [CO3]
 - b. A rural Indian consumer and an urban Indian consumer may classify the very same product — say, a motorcycle or a smartphone. Pick a product and explain how geography and purchasing context change its classification, and what marketing strategy should follow from that difference. [CO1]
 - c. In the Introduction stage, a company must generally choose between market-skimming and market-penetration. Using one real example of each, explain what market conditions made each pricing choice the right call for that product and illustrate all marketing strategies to consider during this stage. [CO2]

Section-C

3. **Answer any one out of following questions.** **[1 x 10 = 10]**
- a. An Indian D2C start-up has built a working prototype of a new product — a smart water bottle that tracks hydration and syncs to an app — after securing seed funding. The founders want to skip Concept Testing and Test Marketing entirely, arguing that speed to market matters more than following the “textbook” process, especially since a well-funded competitor could launch something similar within months. As a management consultant, critically evaluate this decision: which stage(s), if skipped, pose the highest risk for this specific type of product, and which stages could reasonably be compressed or run in parallel instead?
Justify your answer with clear reference to the standard NPD framework. [CO1]
 - b. ITC Limited’s portfolio includes its dominant Cigarettes business, its FMCG Foods & Personal Care businesses, its Hotels business, and its Agri-Business and Paperboards divisions. Using the BCG Growth-Share Matrix, classify each of these businesses into the appropriate quadrant with a brief justification for each. Which one business should ITC invest in the most going forward, and why? [CO2]