

Registration No. :

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Total Number of Pages :02

MBA/MBAP

18MBA302A/18PTMBA501A

3<sup>rd</sup>, 5<sup>th</sup> Semester Regular / Back Examination 2019-20

SALES & DISTRIBUTION MANAGEMENT

BRANCH : BA, FM, GM, HRM, IB, MBA, MBA (A & M), MBA (M & F), MM, MBAP

Time : 3 Hours

Max Marks : 100

Q.CODE : OF243

Answer Question No.1(Part -I) which is compulsory, and EIGHT from Part-II and any TWO from Part – III

The figures in the right hand margin indicate marks

**Part – I**

**Q.1. Only Short Answer type questions (Answer All – 10) (2x10)**

- Distinguish between Transactional Selling and Relational Selling.
- What do you mean by Vertical Marketing System?
- What do you mean by canned presentation ?
- What do you mean by Hybrid Channel?
- Explain briefly about Reverse Logistics.
- What is intensive distribution? For which type of product it is applicable?
- Briefly explain about clover leaf routing plan.
- Distinguish between sales quota and sales potential.
- What is the difference between Logistics and Physical distribution?
- What do you mean by milk run concept?

**Part – II**

**Q2. Focused short answer type questions (Answer any eight out of twelve). (6x8)**

- Why is sales career considered exciting, challenging and a route to the top position in an organization?
- How the buying situations of household consumers are different from those of business buyers?
- What is a sales budget ? What are the purposes of the sales budget?
- "If you pay a sales person enough, you will have a well-motivated sales person". Comment on the statement.
- Describe the steps involved for evaluating and controlling sales force performance.
- Explain in detail the distribution objective for a FMCG Company.
- Briefly explain the functions of a retailer?
- What are the factors which are critical for the success of electronic channels?
- What are major functions of a warehouse? How is warehousing related to inventory decisions?
- What are various modes of transportation in distribution management?
- Briefly explain wedge shaped sales territory and how a sales person covers it.
- How does distribution of service differ from distribution of products? Explain with example.

**Part – III**

**Only Long answer type questions (Answer any two out of four). (16x2)**

- Q3. a) "There is no magic formula to make a sale". Do you agree? Is there any standard process to make a sale? If yes, justify why a standard selling process is required. (8)
- b) Explain various steps involved in personal selling process with suitable examples. (8)
- Q4 a) Explain various non-statistical methods of demand forecasting? (8)
- b) What are sales quotas and why it is important for a Sales Manager to set quota for sale people? (8)
- Q5 a) What is a sales territory? Why is it necessary for companies to establish sales territories? (8)

- b) Describe the procedure for designing sales territories. (8)
- Q6 a) Explain the various channel levels with examples. (8)
- b) What are the types for channel conflict ? How can you resolve various types of channel conflict? (8)

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3<sup>rd</sup> & 5<sup>th</sup> Semester Regular / Back Examination: 2021-22

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DIGITAL MARKETING

BRANCH(S): BA, FM, GM, HRM, IB, MBA, MBA (A & M),  
MBA (M & F), MM / MBA(PT)

Time : 3 Hour

Max Marks : 100

Q. Code : OF510

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

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The figures in the right hand margin indicate marks.

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## Part-I

Q1 Answer the following questions :

(2 × 10)

- Why digital marketing has gained momentum in today's business?
- Explain Pay Per Click advertising with a suitable example
- Describe title tag optimization.
- What is the difference between SEO and SEM?
- Why is online marketing preferred over offline marketing?
- Describe the four C's of Digital Marketing?
- Differentiate between Ad Words and Ad Sense.
- State the meaning of key word advertising with suitable example
- How affiliate marketing helps digital marketers?
- Mention different types of ad tools with its uses

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## Part-II

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

(6 × 8)

- Explain digital marketing landscape that shape digital infrastructure
- Illustrate with suitable example how Gen Y influence the growth of digital marketing
- Enumerate the reasons for which businesses are going towards digital marketing.
- Elaborate the key traits of digital consumer with suitable examples.
- Explain various factors influencing the successful PPC advertising. State some of the advantages and disadvantages of PPC.
- How could you use Social media in order to promote your brand and increase Customer Engagement?
- Mr. Kumar wants to make a display ad of his newly opened hospital. Suggest types of display ads that he can use and justify.
- Explain various factors influencing Display Advertisements.
- Analyze the different types of mobile marketing with its advantages.
- Define ROI in digital marketing. Explain the different techniques used for ROI measurement.
- Ragini wants to create first Google Ad campaign of her beauty blog. Explain the process of creating first Goggle ad campaign for her.
- Illustrate with example how consumer segmentation and positioning is done through online tools.

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## Part-III

Q3 Only Long Answer Type Questions (Answer Any Two out of Four)

(02×16)

How consumers are targeted through online marketing tools. Explain in details

(16)

Q4 Critically examine the key drivers for the growth of digital marketing in India.

(16)

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- Q5** Describe content marketing. Explain its importance with suitable example. (16)
- Q6** Discuss the benefits of E-mail marketing. Explain the tasks involved to make your E-mail marketing communication more effective. (16)

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3<sup>th</sup> Semester Regular / Back Examination: 2021-22

CONSUMER BEHAVIOUR

Branch: BA, FM, GM, HRM, IB, MBA, MBA (A & M),

MBA (M & F), MM

Max Marks: 100

Time: 3 Hours

Q Code: OF391

Answer Question No.1 (Part-1) 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 Only Short Answer Type Questions (Answer All-10) (02×10)

- a) Define perception? (2)
- b) Who are opinion leaders? (2)
- c) What is VALS? (2)
- d) What is omni channel behavior? (2)
- e) What is umbrella positioning? (2)
- f) Differentiate between need and want? (2)
- g) What is consumer ethnocentrism? (2)
- h) What is halo effect in consumer behavior? (2)
- i) Name the components of ABC attitude model. (2)
- j) What is post purchase dissonance? (2)

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (06×08)

- a) Compare the characteristics of Netizens with general consumers. (6)
- b) How does social media influence consumer behavior? (6)
- c) Distinguish between the different types of cross-cultural strategies. (6)
- d) Justify the role of demographics in consumer behavior. (6)
- e) Illustrate the strategies involved to frame consumer imagery for a bakery brand? (6)
- f) How does trait theory help in consumer behavior? (6)
- g) Explain the types of family life cycle. (6)
- h) How is the behavior of online consumers different from that of offline ones? (6)
- i) Analyse classical conditioning in context to consumer behavior. (6)
- j) Distinguish between Freudian and Neo-Freudian theory. (6)
- k) What is the difference between absolute threshold and differential threshold? (6)
- l) Analyse the role of extrinsic and intrinsic cues in the perceived quality of products citing examples. (6)

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four) (02×16)

- Q3 Evaluate the factors influencing the consumer decision making process with an example. (16)
- Q4 Describe the Engel Kollat Blackwell model with its application. (16)
- Q5 Discuss the use of Maslow's theory in segmentation and positioning. (16)
- Q6 How does a nuclear family differ from a joint family? As a marketer of holiday package what strategies would you adopt for both. (16)



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3<sup>rd</sup> Semester Regular / Back Examination: 2021-22

SERVICE MARKETING

BRANCH(S): BA, FM, GM, HRM, IB, MBA, MBA (A & M), MBA (M & F), MM

Time : 3 Hour

Max Marks : 100

Q. Code : OF542

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

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The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions : (2 × 10)

- a) Contrast and compare between physical goods and services from marketing perspective.
- b) What are the 7p's in service marketing mix? 258 258 258 258
- c) What is services cape?
- d) What is customer life time value?
- e) State the concept of e-CRM and its applications in service industry.
- f) What is interactive marketing?
- g) Write the process of new service development.
- h) Explain the concept of zone of tolerance in service marketing.
- i) State the five determinants of service quality.
- j) What is Moment of Truth from customer perspective? 258 258 258

Part-II

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

- a) Discuss the various factors influencing the transformation of service economy in India?
- b) What do you mean by service quality? Discuss the SERVQUAL model in service marketing? 258 258 258 258 258 258
- c) Define and elaborate the five gaps of service quality?
- d) Discuss the major characteristics of the e-services provided in India. What steps/precautions should the e-marketer take to ensure effective customer relationship and customer satisfaction?
- e) What do you mean by service encounter? Discuss the various types of service encounters?
- f) What are the vital relationships in a service triangle?
- g) State the importance of relationship marketing in service sector? 258 258 258
- h) Elaborate the three types of channel conflicts and how to avoid these conflicts?
- i) Prepare an exhaustive marketing research questionnaire for drawing responses from the customers of private Airlines in order to improve its service quality.
- j) What are the three basic price structures and difficulties associated with usage for services? Discuss the service pricing strategies for four customer definitions of value.
- k) State the implications of service characteristics in financial sector with suitable example. 258 258 258 258 258 258
- l) Explain the different type of intermediary in service distribution channel?

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### Part-III

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

- Q3** Explain the process of service blue printing? Design the service blueprint of an Overnight Stay Hotel. (16)
- Q4** Formulate an effective service marketing strategy with special emphasis on STP. How does customer experience versus inexperience affect marketing segmentation strategy? (16)
- Q5** Explain the complexities in distribution of services and how it is different from distribution of goods? Identify few services that can be distributed electronically and discuss the challenges involved in it. (16)
- Q6** Explain the benefits to a company of having an effective service recovery strategy. Explain the types of actions that customers can take in response to a service failure. As a manager would you want to encourage your customers to be voicers? If so, how? (16)

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