

Registration No:

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Total Number of Pages: 02

MBA
18MBA403A

4th Semester Regular / Back Examination: 2021-22

B2B Marketing

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

Time: 3 Hour

Max Marks: 100

Q. Code: J280

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 Answer the following questions: (2 × 10)

- In B2B marketing "*the buyer need not be the final consumer*". Explain
- Provide two instances when B2B marketing is different from B2C marketing.
- In new task buying why is maximum time spent in searching for suppliers? Explain.
- What are the three types of buying situations in B2B companies?
- Give two examples of Foundation Goods in business products.
- What is "early supplier involvement programme" (ESI)? Explain briefly.
- What is the difference between Straight Rebuy and Modified Rebuy?
- What is Buying Centre in B2B companies?
- Assume a government department is buying stationary products from a private company. Explain the process
- What is demographic dividend in India? Explain

Part-II

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

- How do B2B marketers conduct business-government relations in India?
- Explain the meaning of Reverse Auctions. Provide at least two examples.
- What are the different types of business products? Give 4 examples.
- What do you understand by Minimum Inventory Level?
- Which type of organizations buy industrial products? Provide 4 examples.
- Explain the business process of a company which sells academic books to academic institutions.
- How is the e-biz influencing B2B marketing?
- Explain Cost Control in Supply Chain Management.
- Explain STP in the context of B2B marketing. Provide suitable examples.
- The National Highways Authority of India (NHAI) is building a flyover near Khandagiri Square, Bhubaneswar to streamline traffic. What is the process of selecting the contractor for building the flyover?

- k) Explain Channel Conflict in the context of B2B marketing.
 l) What is the marketing approach of Water Purifiers companies in the B2B and B2C segments?

Part-III

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

- Q3** What are the four green marketing strategies? Please provide suitable examples. **(16)**
- Q4** Explain the Buying Grid model. How is the Buying Grid Model different from the competing models in the industrial marketing context? **(16)**
- Q5** Developing and cultivation of relationship is very important in B2B marketing for achieving targets. Support your answer with proper examples. **(16)**
- Q6** Managing Business Channel Intermediaries is important for B2B marketing. Examine the roles played by Business Channel Intermediaries? **(16)**

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Total Number of Pages : 02

MBA
18MBA401A

4th Semester Regular / Back Examination : 2021-22

RETAIL MANAGEMENT

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

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Time : 3 Hour

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Max Marks : 100

Q. Code : J110

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.

Q1

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Answer the following questions:

Part-I

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(2 × 10)

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- Describe the process of sorting and assorting in the context of retail display.
- What do you understand by the phrase 'Breaking the bulk'?
- Discuss two economy-related advantages of organised retailing.
- Illustrate the importance of franchise stores.
- Discuss the relevance of telemarketing as a crucial promotional technique.
- What are the two differences between retailing and selling?
- How can technologies assist in the quality control of retail products or services?
- Why the retailers prefer retail chains over independent stores?
- Define the habitual buying behaviour of a retail consumer.
- Differentiate between vertical and horizontal integration in retailing.

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Part-II

Q2

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

- Which one according to you is the most important element in the retailing mix? Justify your answer.
- What are the different emerging trends in retailing? And how can these trends tackle the shortcomings of classical trends of retailing?
- Do you think the adoption of particular retailing formats is necessary for a retailer? Discuss various non-store-based retail formats.
- Why is the prediction of consumer behaviours necessary to maintain retail competitiveness? Discuss through different buying roles of a retail consumer.
- Few costs associated with the retailing process are dynamic. Justify the sentence by defining the retailers' fixed, variable, and markup cost structures.
- What is the meaning of visual merchandising? Explain its role in enhancing retail aesthetics.
- What are the different components of retail atmospherics? Discuss a few of these components that affect a retail organisation's external stakeholders.
- Discuss different aspects of branding strategies shaping a retailer's image with suitable examples.
- Elaborate on the process of implementing merchandise plans with sequential steps.

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- j) Why does a poor location for a retail establishment become a liability in the long run? What steps must be undertaken to decide on an ideal retail location?
- k) Describe various advantages and disadvantages of the application of technologies in retail.
- l) What are the advantages of social media fan pages for promoting retail brands? Explain through an example of your favourite brand.

Part-III

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

- Q3** What are the roles of price setting structure in determining the strength of competitiveness of a retail brand? Explain different pricing strategies the brand adopts to stay ahead of its rivals. **(16)**
- Q4** What are the different types of consumer purchase behaviours based upon the user's involvement level from retailing perspective? **(16)**
- Q5** Describe how promotional activities ensure the survival and demand of a retail brand in the market. Explain various types of store- and service-based retail formats. **(16)**
- Q6** Define the process of retail communication mix and its relevance in retaining consumers. Additionally, explain the process of the promotional mix, which is required to convey the essence of communication through an appropriate medium. **(16)**

Registration No :

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Total Number of Pages : 02

MBA
18MBA402A

4th Semester Regular / Back Examination : 2021-22

Product & Branding Management

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

Time : 3 Hour

Max Marks : 100

Q.Code : J221

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 Answer the following questions : (2 x 10)
- a) What is branding?
 - b) What do you mean by brand prism?
 - c) What do you mean by branding ethics?
 - d) What is brand extension?
 - e) Explain the concept of brand hierarchy.
 - f) Explain brand identity.
 - g) What is brand attitude?
 - h) What do mean by brand association?
 - i) What is brand endorsement?
 - j) What do you mean by online branding?

Part-II

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

- a) A brand is much more than a product. Explain
- b) "Brand loyalty is an asset." Discuss
- c) How are the Brand image and Brand personality interrelated?
- d) Co-branding includes strategic alliance.' Is it true? Discuss various types of Co-branding in detail.
- e) A leading firm in the 'Fast Moving Consumer Goods' sector found through researchers that there is vast potential in the branded flour (atta) market that could be tapped. On the basis of this company decides to enter the market. Discuss the process of designing the positioning strategy for the product.
- f) How can you build a brand's image? Discuss with suitable examples.
- g) Explain the concept and significance of Brand architecture with examples.
- h) Discuss Brand Valuation in detail.
- i) Explain the various issues involved in managing brand equity.
- j) What are the desirable qualities of a Brand Name? Elaborate with suitable examples
- k) Explain the different strategies for Brand Revitalization

- l) What kind of role does the consumer play in building a brand? Substantiate your answer with an illustration.

Part-III

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

- Q3** Identify a fading brand. What suggestions can you offer to revitalize its brand equity? Discuss the different approaches and strategies which would seem to offer better return on investment. (16)
- Q4** a) Identify four established global brands. Explain the reasons for the global success of the brands you choose. (8)
- b) Highlight the importance of the following elements in building a Brand: (8)
- Brand symbol • Brand Logo • Packaging • Slogans
- Q5** a) Why brand positioning & brand building is necessary? Illustrate your answer with a suitable example. (8)
- b) 'Products increase customer choice, brands simplify it.' Elaborate this statement in context to 'Brand Positioning'. (8)
- Q6** Elaborate and suggest Brand Repositioning strategy for a brand of your choice preferably from Automobile industry. (16)