

Registration No.:

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Total Number of Pages : 02

Course: MBA / MBAP

Sub_Code: 18MBA303A / 18PTMBA502A

3rd / 5th Semester Regular/Back Examination 2022-23

SUBJECT: DIGITAL MARKETING

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

Time : 3 Hour

Max Marks : 100

Q.Code : L438

Answer Question No.1 (Part- I) 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 inbound marketing?
- b) What do you understand by SEM?
- c) What is content marketing?
- d) What are QR codes?
- e) What is display advertising?
- f) What is cost per impression (CPM)?
- g) Who is a digital consumer? Give examples.
- h) What are the different types of digital marketing?
- i) What is web analytics?
- j) What is your idea about Ad Words?

Part – II

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

- a) What factors are to be considered before creating an online community?
- b) Give strategies for managing customer experience (CX) in digital marketing?
- c) What are planned emails and triggered emails? What are the advantages of email marketing?
- d) Illustrate how consumer segmentation and positioning is done through online tools.
- e) Explain the process of Google ad campaign.
- f) Explain the BEST principles in content marketing.
- g) Briefly describe different types of SEO?
- h) How does affiliate marketing help in creating strategic partnership.
- i) Describe the benefits of Paid, Owned and Earned Media (POEM) framework.
- j) What are the advantages and disadvantages of social media advertising?
- k) Briefly describe digital marketing landscape.
- l) Briefly describe Audience Analysis and Acquisition Analysis.

Part – III

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

(16 × 2)

- Q3** What are the different types of blogs? Describe blogging as a digital marketing strategy.
- Q4** What is mobile marketing? Describe different mobile advertising formats?
- Q5** Describe key drivers of digital marketing in India with statistical inputs.
- Q6** What is social media marketing? Enlist and describe the categories of social media marketing.

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Course: MBA

Sub_Code: 18MBA302A / 18PTMBA501A

3rd / 5th Semester Regular/Back Examination: 2022-23

SUBJECT: Sales and Distribution Management

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

Time: 3Hours

Max Marks: 100

Q.Code:L327

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)

- What are the primary purposes of a sales organization?
- What do you understand by the term sales force?
- Define pull distributions.
- Define Market Potential.
- Define sales territory.
- Elaborate on the term "Sales Quota"?
- What is store layout?
- What is sales audit?
- What is horizontal marketing?
- What is sales promotions?

Part-II

Q2

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

(6 x 8)

- What is merchandising? How it is essential in retail and distribution management.
- What do you understand by the term sales force? Why controlling and motivation essential for the sales force?
- What are the various steps involved in sales forecasting? Explain them in brief.
- What quantitative and qualitative criteria would you use as a sales manager to monitor the sales force's performance?
- Distinguish between salesmanship and Personal Selling.
- What are the different types of sales quotas?
- What are the criteria for a sound compensation plan? Discuss the different compensation plans used by the company.
- Define personal selling. Explain its growing importance in an economy like India.

- i) Discuss the horizontal and vertical marketing systems of managing marketing channels.
- j) Is salesmanship an art or a science? Discuss.
- k) Write short notes on
 - i) Wholesaling and retailing
 - ii) Stock turnover ratio
- l) "An efficient Channel Information System is critical for the overall success of distribution management function."– Explain with justifications.

Part-III

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

- Q3 a)** Explain how Sales Management becomes an integral part of Marketing Management and why it occupies a vital role in the success of an organisation? **(8x2)**
- b)** Why do companies form a suitable organisation for the sales of their Products? How the Sales Organisation is different for Industrial Products and Consumer Products.
- Q4 a)** Explain the new trends in distribution channel management. Explain the functions of each distribution channel. **(8x2)**
- b)** Define channel conflict. What are the reasons for channel conflicts? Briefly explain all the possible stages a channel conflict can go through. Also, explain all the conflict resolution styles in detail.
- Q5 a)** What do you understand by market logistics? Explain its objectives and decisions of market logistics with suitable examples. **(8x2)**
- b)** Discuss why it is essential for an organization to set sales objectives and sales budget. Explain How is sales budget is being prepared?
- Q6 a)** Discuss the role of information technology in sales force management in terms of sale performance evaluations and sale territory management. **(8x2)**
- b)** Discuss and elaborate on 'Intensive, Selective, and Exclusive' distribution strategies with appropriate examples.

Registration No :

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Course: MBA
SubCode: 18MBA301A

3rd Semester Regular/Back Examination: 2022-23

SUBJECT: Consumer Behaviour

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

Time: 3Hours

Max Marks:100

Q.Code:L222

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)

- Define societal marketing.
- What do you understand by extensive problem-solving?
- Define the term impulsive buying.
- What is an affective choice?
- What is opinion leadership?
- What do you understand by the term cognitive learning?
- What are customer-centric organizations?
- What is selective perception?
- Define customer loyalty.
- What is the black box model?

Part-II

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

- Describe the meaning of the term 'Consumer Behavior'? Why is the study of consumer behaviour very relevant in today's context? Explain.
- Discuss the interrelationship between Consumer Behaviour and Marketing mix Strategies with suitable examples.
- What do you understand by the term 'Personality'? Explain the various determinants of Individual Personality.
- Explain the consumer decisions making process for buying a smartphone.
- Are 'Consumer Attitude' and 'Consumer Perception' the same thing? Give justify with suitable examples.
- How does consumer behaviour study multi-disciplinary in nature give justify?
- Describe the impact of the digital revolution on marketing and consumer behavior.
- What are the determinants of consumer involvement in a buying situation.?
- Explain the post-purchase process and its impact on marketers.
- What do you understand by the term social class?
- Examine the influences of reference groups on Consumer Behaviour.

- l) Explain the model of high and low involvement of the consumer in the purchasing process.

Part-III

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

- Q3** a Explain how diffusion of innovation takes place. Explain how the environmental factor influence on the diffusion process. (16)
b Write brief notes on the Economic, Cognitive Learning, Psychoanalytical, and Sociological models.
- Q4** a What is the effect of culture and sub-culture on consumer behavior? Explain various strategies adopted by marketers to deal with cross-cultural environments. (16)
b What are the different stages in the family life cycle? Explain how fast-food marketers would use the family life cycle concept in their strategy.
- Q5** a How do consumers make decisions? What factors influence their decision-making process? Give suitable examples (16)
b Why do some marketers feel that lifestyle segmentation is more appropriate than demographic segmentation in the present scenario? Discuss with a suitable example.
- Q6** a What is Blackwell's Model of consumer behaviours? Explain in detail what the different stages are involved in it. (16)
b How Does Omnichannel Transform Consumer Behavior? Explain the potential effects of omnichannel usage on issues about consumer behavior, such as brand loyalty, customer satisfaction, and buying behaviour.

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Course: MBA/MBAP

Sub_Code: 18MBA304A/18PTMBA503A

3rd / 5th Semester Regular/Back Examination: 2022-23

SUBJECT - Service Marketing

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

Time : 3 Hour

Max Marks : 100

Q.Code : L537

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)

- What do you mean by moments of truth?
- Differentiate between augmented service and potential service. Give example.
- What are the additional 'P's in Service Marketing? How do they differentiate products and services?
- Can service be packaged? Justify your answer.
- Differentiate between standardization and customization.
- Define and explain customer life time value.
- How remote encounter is different from face to face encounter?
- What are the components of service marketing triangle? Sketch their relationship.
- What do you mean by zone of tolerance?
- What constitutes the service blueprint?

Part-II

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

- Explain the process of service delivery by "Zomato".
- What is single window service concept? Explain.
- What do you mean by service encounter? Discuss the various types of service encounters.
- State the implications of service characteristics in financial sector with suitable examples.
- Explain the different types of intermediaries in service distribution channel.
- Why service provider link employee satisfaction and customer satisfaction to company's profit? Justify the inter-relatedness with example.

- g) The service scape creates a mood, an attraction or a desire to visit the service provider. Explain with examples.
- h) Companies often find pricing of services more difficult than pricing of goods. Explain various approaches for pricing of services.
- i) "Matching capacity and demand is difficult in Service Marketing as services cannot be stored". Explain different strategic approaches for Managing Supply and demand for services.
- j) Give three important reasons behind the huge growth of service economy in India with justifications.
- k) Why extra 3Ps are required in addition to the traditional marketing-mix for the marketing of services? Explain your answer keeping in view the recent condition of telecommunication services.
- l) What is the importance of distribution channel for the marketing of services? Explain different types of channel conflict.

Part-III

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

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|-----------|---|-------------|
| Q3 | "Services are deeds, acts or Performances". Explain the statement in the perspective of Service Marketing. Make a comparative analysis between Goods and Services highlighting the characteristics of services. | (16) |
| Q4 | Draw the Gap Model and explain various types of gaps in delivery of services with suitable examples. Also state the advantages and limitations of the Gap Model. | (16) |
| Q5 | What is SERVQUAL? Using this scale how can you measure and compare public and private hospitals of your city? Explain appropriate components of each scale. | (16) |
| Q6 | What do you mean by service blue printing? Map a flow chart or service blue print of an Automated Teller Machine (ATM) for delivery of cash. | (16) |

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