



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

Semester: 3rd Sem. MBA
Batch: 2022-24
Subject- CONSUMER BEHAVIOUR
Subject Code: 18MBA301A

Date: 06/11/2023
Class Test-I
Duration: 1 Hour
Full Marks: 30

Section A

Q1. Briefly answer any FOUR of the following.. (2x4=8)

- a) What do you understand by extensive problem solving?
- b) Explain routine response buying behavior with one example.
- c) What is stimulus generalization?
- d) What is advertising wear out?
- e) What is AIDA?

Section B

Q2. Answer any TWO of the following questions. (6x2=12)

Write short notes on Any Two of the following:

- a) Stimulus discrimination
- b) Buyer's black box model
- c) Elaborate Cognitive Learning Theory with suitable example.

Section C

Q3. Answer any ONE of the following questions. (10x1=10)

- a) What is psychographic segmentation strategy? Briefly explain VALs.
- b) Define classical conditioning in behavior learning theory. Write strategic applications of Classical conditioning in Marketing.

-: Best of Luck:-



**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY &
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Semester: 3rd Sem. MBA
Batch: 2022-24
Subject- SERVICE MARKETING
Subject Code: 18MBA304A

Date: 08/11/2023
Class Test-I
Duration: 1 Hour
Full Marks: 30

Section A

Q1. Briefly answer any FOUR of the following questions. (2x4=8)

- a) What is Service? Give an example.
- b) What is Customer Delight?
- c) What is Tangibility Spectrum?
- d) What is Physical Evidence? Give an example.
- e) What is Credence Quality?

Section B

Q2. Answer any TWO of the following questions. (6x2=12)

- a) Explain Zone of Tolerance.
- b) Explain 4 characteristics of Services.
- c) Difference between products and services.

Section C

Q3. Answer any ONE of the following questions. (10x1=10)

- a) Explain the 5 dimensions of Service Quality.
- b) Explain Services Marketing Mix.

-: Best of Luck:-



**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY &
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Semester: 3rd Sem. MBA
Batch: 2022-24
Subject- Sales & Distribution Management
Subject Code: 18MBA302A

Date: 07/11/2023
Class Test-I
Duration: 1 Hour
Full Marks: 30

Section A

Q1. Briefly answer any FOUR of the following questions. (2x4=8)

- a) What is the primary goal of sales management?
- b) Name a common key performance indicator (KPI) used in sales management.
- c) What is the main objective of sales management?
- d) How does sales management contribute to revenue growth?
- e) What are the core functions of sales management?

Section B

Q2. Answer any TWO of the following questions. (6x2=12)

- a) How does sales management support sales representatives in achieving their goals?
- b) What are some common techniques for motivating a sales team?
- c) What is the purpose of a sales budget in business management?

Section C

Q3. Answer any ONE of the following questions. (10x1=10)

- a) How does effective territory design and management in sales contribute to optimizing customer satisfaction, and revenue growth of a company?
- b) How can a structured and incentive-based sales force compensation plan align the interests of sales representatives with the company's goals, motivate high performance, and ensure a fair and competitive reward system?

-: Best of Luck:-



**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY &
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Semester: 3rd Sem. MBA
Batch: 2022-24
Subject- DIGITAL MARKETING
Subject Code: 18MBA303A

Date: 09/11/2023
Class Test-I
Duration: 1 Hour
Full Marks: 30

Section A

Q1. Briefly answer any FOUR of the following questions. (2x4=8)

- a) What are the difference between push and pull medium?
- b) What is Measurability in Digital Marketing?
- c) Write the difference between SEO and SEM?
- d) What are the difference between Sitemap and Robot.txt
- e) What Is UGC?

Section B

Q2. Answer any TWO of the following questions. (6x2=12)

- a) What are the different elements of the digital marketing landscape?
- b) What are the key drivers of digital marketing?
- c) Explain P.E.O.M framework in digital marketing strategy?

Section C

Q3. Answer any ONE of the following questions. (10x1=10)

- a) What are the potential challenges that businesses may face in implementing digital marketing strategies.
- b) How does On-page SEO differ from Off-page SEO in the context of Search Engine Optimization?

-: Best of Luck:-