BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES, BHUBANESWAR

Semester: 9th Sem. IMBA

Batch: 2019-24

Subject- Service Marketing

Subject Code: 16IMN901A

Date: 15/09/2023

Duration: 1 Hour

Full Marks: 30

Section A

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

a) What is Tangibility Spectrum?

b) What is zone of tolerance?

c) What is physical evidence?

d) What is credence qualities?

Section B

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

a) Explain Services Marketing Triangle.

b) Elaborate Goods and Services Continuum.

c) What are the 4 characteristics of services?

Section C

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

a) Elaborate the Services Marketing Mix with an example.

b) Explain the Gaps model in service marketing.

-:Best of Luck:-

Semester: 9th Sem. IMBA
Batch: 2019-24
Subject- RM
Subject Code: 16IMN902A

Date: 15/09/2023
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 "Curbside Pickup" in retail business?

b) Explain "Cashwrap" in Retailing

c) What do you mean by "Etailing"?

d) Define the importance of "Green Retailing".

e) Differentiate between Showrooming and Webrooming.

Section B

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

a) What are the current trends shaping the retailing industry?

b) Briefly explain about the key components of retail marketing mix.

c) Describe the role of technology in transforming Indian retail industry.

Section C

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

a) What are the different types of retailers, and how do their business models and strategies vary to cater to diverse consumer needs and market dynamics?

b) What factors influence consumer shopping behavior and purchase decisions in the modernized retailing?

-: Best of Luck :-

Semester: 9th Sem. IMBA
Batch: 2019-24
Subject- PBM
Subject Code: 16IMN903A

Date: 13/09/2023
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 augmented level of product?

b) What is unsought product?

c) What are convenience goods?

d) Define consistency in product mix?

e) What is line stretching? Explain upward and downward stretch?

Section B

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

a) What is test marketing? Explain different types of test marketing and its advantages and disadvantages

b) Elaborate five force analyses by Michael Porter.

c) What is Product Mix Strategy? Elaborate with suitable example.

Section C

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

a) What are the different steps of New Product Development? Explain with suitable examples.

b) Explain Product life cycle. Write down the different strategies adopted in each stage of PLC.

-:Best of Luck:-