



4/c (Mark)

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

**Semester: 9<sup>th</sup> Sem. IMBA**  
**Batch: 2019-24**  
**Subject- PBM**  
**Subject Code: 16IMN903A**

**Date: 11/10/2023**  
**Class Test-II**  
**Duration: 1 Hour**  
**Full Marks: 30**

**Section A**

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

- a) What is frame of reference in positioning strategy?
- b) What is POP and POD? ~~2~~
- c) What is ingredient branding?
- d) Define brand identity in CBBE model?
- e) What is sub-branding?

**Section B**

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

- a) Elaborate Kapferer's brand identity prism with suitable example.
- b) What is line extension strategy? Explain different types of line extension strategies.
- c) Explain different types of brand positioning strategies

**Section C**

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

- a) What is brand equity? Explain different methods of brand evaluation.
- b) What are different brand extension strategies? Write the reason of brand success or failure.

***-:Best of Luck:-***



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**Semester: 9<sup>th</sup> Sem. IMBA**  
**Batch: 2019-24**  
**Subject- Service Marketing**  
**Subject Code: 16IMN901A**

**Date: 12/10/2023**  
**Class Test-II**  
**Duration: 1 Hour**  
**Full Marks: 30**

**Section A**

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

- a) Only draw Services Marketing Triangle?
- b) What is hard standard?
- c) What is a remote encounter?
- d) What is search qualities?
- e) What is Service?

**Section B**

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

- a) Explain Service Flower also known as Basic Service Package.
- b) Elaborate SERVQUAL.
- c) What is Service Blueprint? Draw the service blue print of a restaurant.

**Section C**

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

- a) List 10 methods to manage demand and capacity.
- b) Explain any 5 pricing methods.

***-:Best of Luck:-***



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**Semester: 9<sup>th</sup> Sem. IMBA**  
**Batch: 2019-24**  
**Subject- RM**  
**Subject Code: 16IMN902A**

**Date: 12/10/2023**  
**Class Test-II**  
**Duration: 1 Hour**  
**Full Marks: 30**

**Section A**

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

- a) How can efficient space management contribute to retail store productivity?
- b) Mention few effective strategies for enhancing retail aesthetics.
- c) What are the most common types of retail sales promotions?
- d) What are the four primary elements of the retail promotion mix?
- e) Briefly explain the difference between advertising and personal selling in retailing.

**Section B**

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

- a) Mention the key considerations to optimize space management in departmental retail stores.
- b) Briefly explain the effectiveness of modern retail sales promotion strategies.
- c) How does retail aesthetics impact a customer's shopping experience?

**Section C**

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

- a) Elaborate on the various components of brand equity, including brand awareness, brand association, perceived quality, and brand loyalty.
- b) In the age of e-commerce and online shopping, what roles does pricing strategies play in the retail industries?

***-: Best of Luck :-***