3rd Semester Regular/Back Examination: 2023-24
SUBJECT: Consumer Behaviour
BRANCH(S): BA, FM, FM&HRM, GM, HRM, LSCM, MM, MBA, MBA (A & M), MBA (M & F),RM
Time: 3 Hour
Max Marks: 100
Q.Code: N641
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)** Define attitude.
- **b)** What is family life cycle?
- **c)** What are the types of motivation?
- **d)** What is culture in CB?
- **e)** Who are netizens?
- **f)** What is gestalt theory?
- **g)** Define Blackbox.
- **h)** What is omni channel behaviour?
- **i)** What is perception in consumer behaviour?
- **j)** Define consumer behaviour.

Part-II

Q2   **Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)**   (6 × 8)
- **a)** Discuss the factors influencing consumer decision making.
- **b)** What is the role of social media in shaping consumer behaviour?
- **c)** What are the elements of culture that influence consumer behaviour?
- **d)** Write your views on changing consumer behaviour and its dynamics.
- **e)** What is psychoanalytic theory?
- **f)** What is the role of reference groups in consumer decision making?
- **g)** Discuss value and life style (VALS).
- **h)** What are the components of attitude? Discuss their importance in consumer behaviour.
- **i)** How is the consumer behaviour different in online and offline market?
- **j)** What is the role of social class in consumer behaviour?
- **k)** What is Cross cultural understanding? Explain.
- **l)** What is opinion leadership process?

Part-III

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

Q3   Discuss the Engel Kollat Blackwell Model.   (16)

Q4   Critically evaluate the learning theory influencing most on consumer behaviour.   (16)

Q5   Needs are not created by marketers, they pre-exist. Critically discuss.   (16)

Q6   Outline the diffusion and adoption process of innovation with suitable examples.   (16)

Total Number of Pages: 02

Course: MBA
Sub_Code: 18MBA304A

3rd Semester Regular/Back Examination: 2023-24
SUBJECT: Service Marketing
BRANCH(S): BA, FM, FM&HRM, GM, HRM, LSCM, MM, MBA, MBA (A & M), MBA (M & F), RM
Time: 3 Hour
Max Marks: 100
Q.Code: N446
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 do you mean by "Zone of Tolerance"?
b) What do you mean by service Product?
c) What is Moment of truth?
d) Differentiate between standardization and customization.
e) Define and explain customer life time value.
f) How remote encounter is different from face to face encounter?
g) What are the components of service marketing triangle? Sketch their relationship.
h) Differentiate between augmented service and potential service. Give example.
i) What are the additional 'P's in Service Marketing? How do they differentiate products and services?
j) Can service be packaged? Justify your answer.

Part-II

Q2   Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)   (6 × 8)
a) Discuss Branding and Packaging of Services.
b) What is Service Marketing? Explain its basic characteristics.
c) Discuss marketing challenges in service Business.
d) What are the various ways by which service can be classified? Discuss.
e) When a guest checks into a luxury five-star hotel, what are the different points at which he or she is likely to have a service encounter? Explain.
f) Explain the role of visibility in service design.
g) How can a service marketer make use of data mining to improve its performance?
h) Define service quality. Explain the GAP Model of service quality in the context of Indian Railways.
i) Explain the process of service delivery by "Zomato".
j) Why service providers link employee satisfaction and customer satisfaction to company's profit? Justify the inter-relatedness with example.

k) The service scape creates a mood, an attraction or a desire to visit the service provider. Explain with examples.

l) Companies often find pricing of services more difficult than pricing of goods. Explain various approaches for pricing of services.

Part-III

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

Q3   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)

Q4   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)

Q5   "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)

Q6   Explain the role of CRM and outline the customer retention strategies in service marketing in the context of hotel industries.   (16)

Total Number of Pages: 02

Course: MBA
Sub_Code: 18MBA303A

3rd Semester Regular/Back Examination: 2023-24
SUBJECT: Digital Marketing
BRANCH(S): BA,FM,FM&HRM,GM,HRM,LSCM,MM,MBA,MBA (A & M),MBA (M & F),RM
Time: 3 Hour
Max Marks: 100
Q.Code: N425
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 digital marketing?
    b) What is SEM?
    c) Who is a digital consumer?
    d) What are the different types of digital marketing?
    e) What is web analytics?
    f) Give two examples of digital community.
    g) What do you mean by SEO?
    h) What is PPC?
    i) What is email marketing?
    j) What is affiliate marketing?

Part-II

Q2   Only Focused-Short Answer Type Questions: (Answer Any Eight out of   (6 × 8)
      Twelve)
    a) Briefly describe different types of SEO.
    b) Describe the benefits of Paid, Owned and Earned Media (POEM) framework.
    c) Briefly describe digital marketing landscape.
    d) What are the advantages and disadvantages of social media advertising?
    e) Briefly describe Audience Analysis and Acquisition Analysis.
    f) How do you manage CX in digital marketing?
    g) Write a short note on mobile marketing.
    h) Briefly describe different Ad placement techniques.
    i) What factors would you like to consider before creating a digital community?
    j) Briefly describe on page and off page SEO techniques.
    k) Illustrate how consumer segmentation and positioning is done through online tools.
    l) Affiliate marketing helps in creating strategic partnership. Explain.

Part-III

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

Q3   What is mobile marketing? Describe different mobile advertising formats.   (16)

Q4   Describe key drivers of digital marketing in India with statistical inputs.   (16)

Q5   What is Google Analytics? Explain the process of Google ad campaign.   (16)

Q6   What are the different types of blogs? Describe blogging as a digital marketing   (16)
      strategy.

Total Number of Pages: 02

Course: MBA
Sub_Code: 18MBA302A

3rd Semester Regular/Back Examination: 2023-24
SUBJECT: Sales & Distribution Management
BRANCH(S): BA, FM, FM&HRM, GM, HRM, IB, LSCM,MM,MBA,MBA(A&M), MBA(M & F), RM
Time: 3 Hour
Max Marks: 100
Q.Code : N389
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 sales management?
b)   Write two objectives of sales management.
c)   Define training.
d)   Who is a sales force?
e)   What is distribution management?
f)   Why is distribution management important?
g)   What is stock turnover ratio?
h)   What is logistics management?
i)   Define retailing.
j)   What do you mean by Online marketing?

Part-II

Q2   **Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)**   (6 × 8)
a)   Explain the various functions of sales management.
b)   How is sales organization set-up? Discuss with examples.
c)   Discuss the stages involved in the selling process.
d)   Distinguish between recruitment and selection of sales force.
e)   Give a brief note on salesforce management.
f)   Explain the concept of sales analytics.
g)   How customer is oriented marketing channel designed? Explain with example.
h)   Give a brief note on management of channel behaviour.
i)   What is dealer stocking? Why is it important? Discuss.
j)   Explain retail logistic planning with suitable example.
k)   Give a brief note on inventory management decisions.
l)   Explain supply chain management in Online marketing.

Part-III

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

Q3   Why are sales force training needed? How are they motivated and compensated?   **(16)**
Discuss about the sales force management.

Q4   How is territory of sales force designed and managed? Discuss about the evaluation   **(16)**
of sales force highlighting on sales budget.

Q5   What is channel conflict? What are its sources? Explain in detail channel conflict   **(16)**
management.

Q6   "Transportation decision is important in logistics management". Illustrate in the light of   **(16)**
supply chain management.