PAPER ID-311038

Roll No: ☐☐☐☐☐☐☐☐☐☐☐☐☐

MBA
(SEM III) THEORY EXAMINATION 2024-25
MARKETING ANALYTICS

TIME: 3 HRS   **M.MARKS: 100**

Note: Attempt all Sections. In case of any missing data; choose suitably.

SECTION A

1. **Attempt *all* questions in brief.**   **2 x 10 = 20**

Q no.	Question	CO	Level
a.	List any four advantages of marketing analytics.	1	1K
b.	Discuss the scope of Marketing Analytics in taking DDD.	1	1K
c.	Define complementary products under the scope of marketing analytics.	2	1K
d.	Discuss mixed bundling.	2	1K
e.	"STP framework is the essence of marketing". Discuss in brief.	3	1K
f.	Elaborate the use of Discriminant analysis in Marketing Analytics.	3	2K
g.	"Pay-Per-Click is vital for a marketing campaign". Explain the statement in short.	4	2K
h.	Capture the importance of Market Basket Analysis.	4	2K
i.	Explain the concept of trend analysis in sales forecasting.	5	2K
j.	Explore the use of moving averages method in sales forecasting.	5	2K

SECTION B

2. **Attempt any *three* of the following:**   **10 x 3 = 30**

a.	Discuss all the sources of Data used in marketing analytics.	1	1K
b.	Elaborate, the ways in which prize optimization is achieved.	2	2
c.	Illustrate the concept of perceptual mapping, with an example.	3	3K
d.	"Effectiveness of advertising should be measured", Elaborate.	4	4K
e.	Explain the way of calculating lift, support and confidence.	5	5K

SECTION C

3. **Attempt any *one* part of the following:**   **10 x 1 = 10**

a.	Discuss the importance of market sizing in Marketing Analytics.	1	1K
b.	Elaborate the Top down and Bottom-up approach in MA.	1	1K

4. **Attempt any *one* part of the following:**   **10 x 1 = 10**

a.	Point out profit maximizing strategy considering non-linear pricing strategy.	2	2K
b.	Explore the method of establishing optimal bundling pricing.	2	2K

5. **Attempt any *one* part of the following:**   **10 x 1 = 10**

a.	"Customer life time value is an important metric in subscription based business", Discuss with example.	3	3K
b.	"Modern marketing campaign has its essence in segmentation of the customer base", Analyze the statement with suitable examples.	3	3K

6. **Attempt any *one* part of the following:**   **10 x 1 = 10**

a.	Elaborate the importance of RFM analytics in any business.	4	4K
b.	"Market Basket Analysis is helpful in charting out rewarding associations and bundling of products ", Analyze the statement.	4	4K

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	7.	**Attempt any *one* part of the following:**	**10 x 1 = 10**	
a.		In sales forecasting, analyze the importance of seasonality, irregularity and trend analysis.	5	5K
b.		Discuss the important points that ought to be considered before selection of any retail space in a business.	5	5K