PAPER ID-411078

Subject Code: KMBNMK02

Roll No: | | | | | | | | | | | | | |

MBA
(SEM III) THEORY EXAMINATION 2021-22
MARKETING ANALYTICS

Time: 3 Hours *Total Marks: 100*

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief.

Qno.	Question	Marks	CO
a.	What do you mean by marketing analytics?	2	1
b.	Write secondary sources of information.	2	1
c.	Define the term 'pricing'.	2	2
d.	What is the meaning of complimentary goods?	2	2
e.	What do you mean by 'value'?	2	3
f.	What do you mean by perceptual Map?	2	3
g.	What do you mean by undifferentiated segmentation?	2	4
h.	What is the meaning of positioning?	2	4
i.	Define Pay-per-click.	2	5
j.	What is online advertising?	2	5

SECTION B

2. Attempt any *three* of the following:

a.	Discuss the scope of marketing analytics in present era.	10	1
b.	Explain the porter's five forces.	10	2
c.	What do you mean by price bundling? Discuss the types of price bundling strategies.	10	3
d.	Describe the market segmentation strategies by cluster analysis.	10	4
e.	How online is affecting the business in present era? Explain.	10	5

SECTION C

3. Attempt any *one* part of the following:

a.	Discuss the various sources of data information.	10	1
b.	Briefly explain the different steps to estimate market size.	10	1

4. Attempt any *one* part of the following:

a.	What do you mean by price elasticity? Explain linear and power demand curve with example.	10	2
b.	What is markdown pricing? Why it is important for a business?	10	2

5. Attempt any *one* part of the following:

a.	Explain the different qualitative methods of sales forecasting.	10	3
b.	How trend of sales can be calculated by using ratio to moving average methods of forecasting.	10	3

6. Attempt any *one* part of the following:

a.	Discuss the concept of CLV. How it can be measured?	10	4
b.	Explain the various bases of market segmentation.	10	4

7. Attempt any *one* part of the following:

a.	What are the advantages of measuring the effectiveness of advertising? Discuss.	10	5
b.	How RFM analysis can be used in customer segmentation? Discuss.	10	5