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Sub Code:KMBNMK02
Roll No.

MBA
(SEM III) THEORY EXAMINATION 2022-23
MARKETING ANALYTICS

Time: 3 Hours *Total Marks: 100*

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

SECTION A

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

a) Define the concept of marketing analytics?
b) What is secondary source of information?
c) What do you mean by pricing?
d) What is the meaning of markdown pricing?
e) Define the concept of demand.
f) What do you mean by niche segmentation?
g) What do you mean by Targeting?
h) What is the meaning of positioning?
i) Define Pay-per-click.
j) What is social media advertising?

SECTION B

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

a) Discuss the characteristics and advantages of marketing analytics.
b) Briefly explain the concept of porter's five forces model with example.
c) What do you mean by non-linear pricing? Discuss its importance in profit maximization.
d) Describe the uses of Simple Linear Regression in sales forecasting.
e) How effectiveness of advertising can be measured? Discuss.

SECTION C

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

a) How market data is helpful in decision making? Discus.
b) Discuss the Top-down vs. Bottom up approach.

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

a) Difference between Linear and Power demand curve.
b) What is markdown pricing? Why it is important for a business?

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

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

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

a) What is customer life time value? How is it important for business?
b) Explain the various factors affecting market segmentation.

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

a) What is market basket analysis? How it can be measured?
b) Explain the uses and importance of RFM analysis in business.

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