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Subject Code:- BMBAMK0413

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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: IV - THEORY EXAMINATION (20.....- 20.....)

Subject: Marketing Analytics

Time: 3 Hours

Max. Marks: 100

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of **three Sections -A, B, & C.** It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.
2. Maximum marks for each question are indicated on right -hand side of each question.
3. Illustrate your answers with neat sketches wherever necessary.
4. Assume suitable data if necessary.
5. Preferably, write the answers in sequential order.
6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

20

1. Attempt all parts:-

- 1-a. Dividing potential market into smaller, homogenous segments is called (CO1,K1) 1
- (a) Diversification
- (b) Integration
- (c) Segmentation
- (d) None of the above
- 1-b. _____ is the percentage of customers that stopped using your company's product or service during a certain time. (CO1,K1) 1
- (a) Customer curse
- (b) Customer Churn
- (c) Customer life Cycle
- (d) None of the above
- 1-c. Marketers set the price of the product based on. (CO2,K1) 1
- (a) Demand forecast
- (b) Market share
- (c) Product quality leadership
- (d) All of the above
- 1-d. Short term regular variations related to the calendar or time of day is known as (CO2,K1) 1
- (a) Trend

- (b) Seasonality
 - (c) Cycles
 - (d) Random variations
- 1-e. Putting forecast errors into perspective is best done using. (CO3,K1) 1
- (a) exponential smoothing
 - (b) MAPE.
 - (c) MAD.
 - (d) hindsight.
- 1-f. _____ is used heavily when introducing a new product category. (CO3,K1) 1
- (a) Persuasive advertising
 - (b) Inferential advertising
 - (c) Reminder advertising
 - (d) Informative advertising
- 1-g. _____ has the advantage of being high in selectivity; low cost; immediacy; and interactive capabilities. (CO4,K1) 1
- (a) Direct Mail
 - (b) Outdoor
 - (c) Online
 - (d) Radio
- 1-h. Any good, service or idea that is perceived by someone as new is. (CO4,K1) 1
- (a) Innovation
 - (b) Incubation
 - (c) Imagination
 - (d) None of the above
- 1-i. All of the following are commonly recognized promotion budget formats except. (CO5,K1) 1
- (a) the affordable method
 - (b) the LIFO method
 - (c) the percentage-of-sales method
 - (d) the objective-and-task method
- 1-j. PLC in marketing stands for _____. (CO5,K1) 1
- (a) Production life cycle
 - (b) Product long cycle
 - (c) Production long cycle
 - (d) Product life cycle

2. Attempt all parts:-

- 2.a. Discuss importance of marketing analytics for decision making. (CO1,K2) 2
- 2.b. Compare and contrast linear demand curve with power demand curve. (CO2,K4) 2

2.c.	Define sales forecast. (CO3,K1)	2
2.d.	Discuss need of segmentation with examples. (CO4,K2)	2
2.e.	Discuss methods for measuring advertising effectiveness. (CO5,K2)	2

SECTION-B

30

3. Answer any five of the following:-

3-a.	Differentiate market research and marketing analytics. (CO1,K2)	6
3-b.	Write down a note on classification of secondary data. (CO1,K2)	6
3-c.	Explain mixed bundling with the help of suitable example. (CO2,K2)	6
3-d.	Differentiate between capital goods and consumer goods. (CO2,K2)	6
3.e.	NovaWear , a premium activewear brand, has been tracking its online sales over the past year. While the brand experienced strong growth in the first quarter, the sales trajectory became unpredictable over the rest of the year. Some months showed rapid spikes in revenue, while others saw dips—even during periods with active promotions. The marketing team is puzzled by the inconsistent performance and wants to understand the sales trend better to guide future strategy. Analyze the sales performance pattern described in NovaWear’s case. How would you determine whether the brand is experiencing a non-linear trend? Identify potential internal or external factors that could be contributing to these sales fluctuations, and explain how this analysis can support better forecasting and decision-making.(CO3,K4)	6
3.f.	Discuss steps in positioning. (CO4,K2)	6
3.g.	Describe these terms a. star performers b. space wasters. (CO5,K2)	6

SECTION-C

50

4. Answer any one of the following:-

4-a.	Describe the importance of customer choice, Elucidate with suitable illustrations. (CO1,K2)	10
4-b.	Write down a note on classification of computerized database. (CO1,K2)	10

5. Answer any one of the following:-

5-a.	Highlight important considerations while fixing price of a product. (CO2,K2)	10
5-b.	Discuss the need of analytics for your pricing. (CO2,K2)	10

6. Answer any one of the following:-

6-a.	Describe linear trend using the least squares method. (CO3,K2)	10
6-b.	Describe the qualitative techniques of demand forecasting. (CO3,K2)	10

7. Answer any one of the following:-

7-a.	Distinguish between regression analysis and discriminant analysis. (CO4,K4)	10
7-b.	Analyze the different targeting strategies used in marketing. Discuss how do these strategies differ in terms of audience focus, resource allocation, and business objectives. In what types of market conditions would each be most effective?(CO4,K4)	10

8. Answer any one of the following:-

- 8-a. **EcoSip**, a startup that produces eco-friendly water bottles, recently launched a nationwide advertising campaign focused on sustainability, targeting urban millennials. The campaign included influencer marketing, Instagram ads, and a short video series on YouTube. Despite high engagement on social media and significant website traffic, the campaign's impact on actual sales was modest. Management is now reviewing the campaign to understand what worked, what didn't, and how to improve future efforts. Evaluate the key factors that contribute to the success of an advertising campaign in the context of EcoSip's marketing effort. Consider elements such as message clarity, media mix, target audience alignment, timing, and call-to-action effectiveness. Based on your evaluation, provide recommendations for optimizing future campaigns. (CO5,K5) 10
- 8-b. Discuss in detail about online advertising. (CO5,K2) 10

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