

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

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

**MBA IEV**

**SEM: III - THEORY EXAMINATION (2025 - 2026)**

**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. Estimating Potential Value of introducing a New Product to the market comes under the purview of \_\_\_\_\_. (CO1, K1) 1
- (a) customers and markets
- (b) data & information
- (c) function & operations,
- (d) Profit & loss
- 1-b. The purpose of real-time analytics in marketing is to \_\_\_\_\_. (CO1, K1) 1
- (a) Data mining
- (b) Data visualization
- (c) Predictive modeling
- (d) Customer segmentation
- 1-c. \_\_\_\_\_ are useful and productive only if they are creating value addition to the customer's relationship with the Organization. (CO2, K1) 1
- (a) Loyalty Club programs
- (b) Niche marketing teams
- (c) Behavioural Segments
- (d) Customer Experience Groups
- 1-d. The value of \_\_\_\_\_ increases if the relationship lasts for a longer time. (CO2, K1) 1
- (a) Customer feedback
- (b) Customer Satisfaction

- (c) Customer Retention
- (d) Customer Awareness.
- 1-e. Customer Retention helps to increase repeated purchase as the \_\_\_\_\_ grows. (CO3, K1) 1
- (a) Reward Loyalty
- (b) Promotional Schemes
- (c) Life-Time Value
- (d) Perceived Quality
- 1-f. Customer churn refers to \_\_\_\_\_. (CO3, K1) 1
- (a) Continuous buying from the same company
- (b) Customers switching to competitors
- (c) Customer Dissatisfaction
- (d) All of these.
- 1-g. In tough economic time, \_\_\_\_\_marketing is the best way to achieve Competitive Advantage. (CO4,K1) 1
- (a) ERP
- (b) CRM
- (c) Accounting
- (d) Productivity
- 1-h. SBI-Indian Oil Card is an example of \_\_\_\_\_Program . (CO4, K1) 1
- (a) Tiered Loyalty
- (b) Fee-based
- (c) Cash-back
- (d) Coalition.
- 1-i. \_\_\_\_\_ includes the plans to test the hypothesis by talking to customers.(CO5, K1) 1
- (a) Identify
- (b) Validate
- (c) Solve
- (d) Mitigate
- 1-j. Top Down Market Sizing Approaches include\_\_\_\_\_. (CO5, K1) 1
- (a) Product-Market
- (b) Job-Profile
- (c) Acquisition-retention
- (d) None of these.
2. Attempt all parts:-
- 2.a. Discuss the ways in which Marketing Analytics selectively stops the attrition of valuable customer.(CO1, K2) 2
- 2.b. Elaborate the key Metrics commonly used in marketing analytics. (CO2, K2) 2
- 2.c. Explain the methods to measure the effectiveness of various advertising campaign. (CO3, K2) 2

- 2.d. Decision Making based on Marketing Analytics may help in reducing the risk of start-up failure. Justify the statement. (CO4, K4) 2
- 2.e. Discuss the techniques of Data Collection with their uses in different Marketing situation.(CO5. K3) 2

**SECTION-B** 30

3. Attempt all parts:-

3.a. Answer any one of the following:-

3.a.(i) Discuss the concept of Increase in Customer Lifetime Value as the Customer Relation tenure grows. (CO1,K2) 6

3.a.(ii) Briefly elaborate Market Sizing and its uses.(CO1,K2) 6

3.b. Answer any one of the following:-

3.b.(i) Define customer loyalty. Discuss the ways in which Marketing Analytics helps in increasing customer's loyalty. (CO2, K2) 6

3.b.(ii) Elaborate the importance of Reward Loyalty concept in Marketing of Services. (CO2, K2) 6

3.c. Answer any one of the following:-

3.c.(i) Top Down approach is Market Oriented. Elaborate this with suitable examples. (CO3, K4) 6

3.c.(ii) Explain the significance of Marketing Analytics in Customer Segmentation. (CO3, K2) 6

3.d. Answer any one of the following:-

3.d.(i) Elucidate the merits of Marketing Analytics in promoting a Product. (CO4, K2) 6

3.d.(ii) Discuss the concept of analysing the marketing data for effective marketing decision making. (CO4, K4) 6

3.e. Answer any one of the following:-

3.e.(i) Define data. Discuss the methods of removing duplicity of data with suitable examples. (CO5, K4) 6

3.e.(ii) Discuss the importance of Relevant Data in Marketing Analytics.(CO5, K2) 6

**SECTION-C** 50

4. Answer any one of the following:-

4-a. Briefly explain the role of Customer Profiling in evaluating Customer Life Time Value. (CO1,K2) 10

4-b. Discuss the role of Top down and Bottom up approach in evaluating the effectiveness of a online advertising campaign . (CO1,K2) 10

5. Answer any one of the following:-

5-a. Discuss the role of Marketing Analytics in reducing Cost of Customer Acquisition. (CO2, K2) 10

5-b. Outdoor Events help the organizations to achieve Customer Acquisition objectives. Justify the statement. (CO2, K3) 10

6. Answer any one of the following:-

6-a. Define return on investment. Discuss importance of return on investment concept in Marketing Analytics. (CO3, K2) 10

- 6-b. Discuss the importance of Marketing Sizing before launching a new Marketing Campaign. (CO3, K2) 10
7. Answer any one of the following:-
- 7-a. Discuss data collection techniques in Marketing Analytics with suitable examples. (CO4, K2) 10
- 7-b. Define referral sales. Customer retention improvement may result into referral sales. Explain the statement. (CO4, K2) 10
8. Answer any one of the following:-
- 8-a. Explain the importance of Social Networking in increasing referrals sales. (CO5, K2) 10
- 8-b. Discuss various advantages of data-based decision making with reference to marketing. (CO5, K2) 10

REG\_JULY\_DEC\_2025