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Subject Code:- AMBAMK0412

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**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA**

**(An Autonomous Institute Affiliated to AKTU, Lucknow)**

**MBA**

**SEM: IV - THEORY EXAMINATION (2022-2023 )**

**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. Which of the following is a key for long lasting relationship with customers? (CO1) 1
- (a) Price
  - (b) Need Recognition
  - (c) Customers' satisfaction
  - (d) Quality and quantity of product
- 1-b. Dividing potential market into smaller, homogenous segments is called (CO1) 1
- (a) Diversification
  - (b) Integration
  - (c) Segmentation
  - (d) None of the above
- 1-c. In marketing, \_\_\_\_\_ refers to what we get for what we pay. (CO2) 1
- (a) Revenue
  - (b) Product

- (c) Value
- (d) None of the above
- 1-d. \_\_\_\_\_ allows us to determine how the quantity of an offering relates to the price at which it is offered. (CO2) 1
- (a) Price bundling
- (b) Price elasticity
- (c) Price inelasticity
- (d) Price inflation
- 1-e. Which of the following is not related to customer lifetime value. ((CO3) 1
- (a) Average revenue
- (b) Average consumption
- (c) Referrals by customers
- (d) All of the above
- 1-f. The two general approaches to forecasting are: (CO3) 1
- (a) mathematical and statistical.
- (b) qualitative and quantitative.
- (c) judgmental and qualitative.
- (d) historical and associative.
- 1-g. The practice of charging different prices to different customer is called: (CO4) 1
- (a) Odd pricing
- (b) Low pricing
- (c) Price discrimination
- (d) None of the above
- 1-h. Goods that consumer does not know about or does not normally think of buying are: (CO4) 1
- (a) Unsought goods
- (b) Industrial goods
- (c) Staple goods
- (d) None of the above
- 1-i. Using the latest observation in a sequence of data to forecast the next period is: (CO5) 1
- (a) a moving average forecast.
- (b) a naive forecast.

(c) regression analysis.

(d) None of the above

1-j. A forecast based on the previous forecast plus a percentage of the forecast error is: (CO5) 1

(a) a naive forecast.

(b) an exponentially smoothed forecast.

(c) an associative forecast.

(d) None of the above

**2. Attempt all parts:-**

2.a. Discuss various tools used for descriptive analytics.(CO1) 2

2.b. Define linear demand curve.(CO2) 2

2.c. Define positioning.(CO3) 2

2.d. Briefly explain impact of advertising on sales.(CO4) 2

2.e. Briefly explain weighted moving average.(CO5) 2

**SECTION B**

**30**

**3. Answer any five of the following:-**

3-a. Explain bottom up approach of market sizing. (CO1) 6

3-b. Mention the scope of marketing analytics. (CO1) 6

3-c. Differentiate between capital goods and consumer goods. (CO2) 6

3-d. Explain pure bundling with the help of suitable example. (CO2) 6

3.e. Discuss the reasons for high churn rate. (CO3) 6

3.f. Describe pay per click with the help of suitable example.(CO4) 6

3.g. List out the objectives of Conjoint Analysis. (CO5) 6

**SECTION C**

**50**

**4. Answer any one of the following:-**

4-a. Explain in detail challenges involved in data analytics. (CO1) 10

4-b. Describe the importance of market sizing for a business. (CO1) 10

**5. Answer any one of the following:-**

5-a. Highlight important considerations while fixing price of a product. (CO2) 10

5-b. Discuss the advantages of adopting skimming pricing strategy. (CO2) 10

**6. Answer any one of the following:-**

6-a. Differentiate between discriminant and cluster analysis. (CO3) 10

- 6-b. Describe customer lifetime value. Explain steps in the calculation of customer lifetime value. (CO3) 10

**7. Answer any one of the following:-**

- 7-a. Discuss in detail about online advertising. (CO4) 10
- 7-b. Discuss the important factors for a successful advertising campaign. (CO4) 10

**8. Answer any one of the following:-**

- 8-a. Discuss the importance of regression model in forecasting. (CO5) 10
- 8-b. Discuss the uses of conjoint analysis in marketing analytics. (CO5) 10

2022-23 Jan\_June