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Subject Code:- AMBAMK0412

Roll. No:

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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: IV - CARRY OVER THEORY EXAMINATION - APRIL 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. Segmentation based on region is a type of _____ segmentation. 1
(CO1)
- (a) Demographic
(b) Geographic
(c) Psychographic
(d) Behavioral
- 1-b. If the actual demand for a period is 100 units but forecast demand was 110 unit. The forecast error is. (CO1) 1
- (a) -10
(b) .+10
(c) -5
(d) .+15
- 1-c. Machine learning can allow learning a user profile of a particular users which further can be used to _____. (CO2) 1
- (a) Prediction of user behavior

- (b) Filter information
(c) Recommendation
(d) All of the above
- 1-d. _____ is the process of finding current values of demand for various values of prices and other determining variables.(CO2) 1
- (a) Demand Estimation
(b) Demand analysis
(c) Demand function
(d) None of the above
- 1-e. Which of the following methods do we use to best fit the data in logistic. (CO3) 1
- (a) Least Square Error
(b) Maximum Likelihood
(c) Jacard distance
(d) None 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. When choosing a forecasting technique, a critical trade-off that must be considered is that between: (CO4) 1
- (a) time series and associative.
(b) seasonality and cyclicity.
(c) length and duration.
(d) cost and accuracy.
- 1-h. Which of the following is not a type of judgmental forecasting? (CO4) 1
- (a) executive opinions
(b) sales force opinions
(c) time series analysis
(d) consumer surveys
- 1-i. Putting forecast errors into perspective is best done using. (CO5) 1
- (a) exponential smoothing
(b) MAPE.

- (c) MAD.
- (d) hindsight.

- 1-j. If the coefficient of determination is equal to 1, then the correlation coefficient.(CO5) 1
- (a) must also be equal to 1
 - (b) can be either -1 or +1
 - (c) can be any value between -1 to +1
 - (d) must be -1

2. Attempt all parts:-

- 2.a. Discuss advantages of marketing analytics.(CO1) 2
- 2.b. Define pure bundling.(CO2) 2
- 2.c. Briefly explain reasons for high churn rate.(CO3) 2
- 2.d. Briefly explain budget optimization.(CO4) 2
- 2.e. Briefly explain impact of irregular trends on sales.(CO5) 2

SECTION B

30

3. Answer any five of the following:-

- 3-a. List out the sources of primary data. (CO1) 6
- 3-b. Explain advertising cost benefit analysis. (CO1) 6
- 3-c. Differentiate between penetration vs skimming pricing. (CO2) 6
- 3-d. Does demand curve affect price? Comment. (CO2) 6
- 3.e. Discribe the use of STP model. (CO3) 6
- 3.f. Discuss direct method of measuring advertising effectiveness. (CO4) 6
- 3.g. Explain S curve to forecast sales of a new product.(CO5) 6

SECTION C

50

4. Answer any one of the following:-

- 4-a. Discuss advantages and disadvantages of marketing analytics.(CO1) 10
- 4-b. "Success of marketing strategy depends on correct market size". Comment. (CO1) 10

5. Answer any one of the following:-

- 5-a. Explain linear demand curve and power demand curves with examples.(CO2) 10
- 5-b. "Complementary goods do affect supply." Comment. (CO2) 10

6. Answer any one of the following:-

- 6-a. Discuss the steps in positioning any brand in the consumers' minds with suitable examples.(CO3) 10
- 6-b. Describe the process to create customer lifetime value with suitable examples.(CO3) 10

7. Answer any one of the following:-

- 7-a. Describe market basket analysis with suitable examples. (CO4) 10
- 7-b. Discuss advantages of online advertising with examples.(CO4) 10

8. Answer any one of the following:-

- 8-a. Define regression analysis. Explain steps of sales forecast using regression analysis.(CO5) 10
- 8-b. Discuss the role of conjoint analysis in decision making of a business.(CO5) 10

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