

END TERM EXAMINATION

FIFTH SEMESTER [BBA] DECEMBER 2024

Paper Code: BBA-309

Subject: Marketing Analytics

Time: 03:00 Hours

Maximum Marks:75

Note: Attempt five questions in all including Q.No.1 which compulsory.

- Q1 Attempt **five questions** from the following: (5x5=25)
- a) • What is Marketing Analytics? What it is and why it matters? Discuss.
 - b) • How Analytics can be used to segment the customer data? In what customer segments the data can be segmented. Discuss?
 - c) How the right marketing mix can be developed using marketing analytics? Explain with examples.
 - d) What are types of marketing analytics? Discuss with examples.
 - e) • Why is marketing analytics important? Explain with examples of marketing analytics applications in the field of marketing.
 - f) Explain the four pillars of marketing analytics.
 - g) • Explain the different data sources in marketing on which analytics can be affixed.
 - h) • What is cognitive analytics? How is it done and its usefulness to market.

- Q2 ✓ How product design can be finalised using product analytics. What tool is used to finalise product design? Discuss its application. (12.5)

OR

- Q3 ✗ How demand forecasting can be done using least square method and time services analysis? Explain by taking an example. (12.5)

- Q4 What is price optimization? How is it different from price bundling? What price analytics can be used in such a case? Discuss with example. (12.5)

OR

- Q5 ✗ What is done in place analytics and discuss the tools used for the same? Explain with suitable examples. (12.5)

- Q6 ✗ What is Promotion Analytics? How media selection can be done using a analytics model? Explain with example. (12.5)

OR

- Q7 ✓ Compare the feature of digital advertisement V/S viral marketing under what situations each one of them is used? Discuss with relevant examples. (12.5)

- Q8 How to measure customer satisfaction using marketing analytics? Which tool can be used for the same? Explain the same with suitable example. (12.5)

OR

- Q9 ✗ What are customer reviews in online shopping? How to analyse the same using which tool of marketing analytics? Discuss with example. (12.5)

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