



PAPER ID-311869

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Subject Code: KMBNMK02

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MBA
(SEM III) THEORY EXAMINATION 2023-24
MARKETING ANALYTICS

TIME: 3HRS**M.MARKS: 100****Note: 1.** Attempt all Sections. If require any missing data; then choose suitably.**SECTION A****1. Attempt all questions in brief.**

Q no.	Question	Marks	CO
a.	Define the concept of marketing analytics?	2	1
b.	What do you mean by primary data?	2	2
c.	What is price elasticity?	2	1
d.	What is complementary product?	2	1
e.	Define the concept of sales forecasting.	2	3
f.	What is niche market segmentation?	2	1
g.	What do you mean by product differentiation?	2	1
h.	What do you mean by cluster analysis?	2	2
i.	What is optimization of sales effort?	2	2
j.	Define the objectives of advertising.	2	3

SECTION B**2. Attempt any three of the following:**

a.	Discuss the characteristics and importance of marketing analytics.	10	2
b.	How we can calculate market size? Explain.	10	1
c.	Explain the different steps of ratio to moving average forecasting method.	10	2
d.	Discuss the importance of product positioning in customer analytics.	10	3
e.	Elaborate the uses of RFM analysis in marketing.	10	1

SECTION C**3. Attempt any one part of the following:**

a.	Explain the scope and limitations of marketing analytics.	10	1
b.	Discuss the relevancy of Porter's five forces model in today's marketing environment.	10	2

4. Attempt any one part of the following:

a.	Briefly explain the uses of power demand curve and linear demand curve in price and demand.	10	1
b.	Discuss price bundling and its advantages.	10	3

5. Attempt any one part of the following:

a.	What are the different factors should be considered by a marketer to forecast a seasonal product. Discuss.	10	2
b.	How S curve analysis can be used in sales forecasting of a new product? Discuss.	10	3

6. Attempt any one part of the following:

a.	Discuss the various components of CLV? Why CLV matters?	10	2
b.	How Cluster analysis is a task of exploratory data analysis? Discuss.	10	3

7. Attempt any one part of the following:

a.	Explain the importance of online advertising in marketing?	10	1
b.	How can we measure the effectiveness of marketing strategies by using analytics? Explain.	10	3