

18 FEB 2023

Reg. No.

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Question Paper Code 21294

MBA - DEGREE EXAMINATIONS, NOV/DEC 2022

Third Semester

Master of Business Administration

20MBM305 - MARKETING ANALYTICS

(Regulations 2020)

Duration: 3 Hours

Max. Marks: 100

PART - A (10 × 2 = 20 Marks)

Answer ALL Questions

- | | <i>Marks,
K-Level, CO</i> |
|--|-------------------------------|
| 1. Define the term Marketing Analytics. | 2,K1,CO1 |
| 2. Outline the usage of marketing analytics. | 2,K1,CO1 |
| 3. Define Customer Research. | 2,K1,CO2 |
| 4. Narrate about focus groups. | 2,K2,CO2 |
| 5. Infer the four factors affecting price sensitivity. | 2,K2,CO3 |
| 6. Show your understandings on Galvanic skin response. | 2,K2,CO3 |
| 7. List out the uses of Retail Data Analysis. | 2,K1,CO4 |
| 8. Give an example for Baseline effect. | 2,K1,CO4 |
| 9. Define the term Inbound Marketing. | 2,K1,CO5 |
| 10. Write a short note on Google Analytics. | 2,K2,CO5 |

PART - B (5 × 13 = 65 Marks)

Answer ALL Questions

11. a) "Marketing analytics benefits both marketers and consumers". – Do you agree? 13,K4,CO1
- OR**
- b) List the Skills that Marketing Analytics Managers' Needs. 13,K2,CO1
12. a) Explain the purpose of consumer research and highlight its importance. 13,K5,CO2
- OR**
- b) Explain the various customer research process. 13,K5,CO2
13. a) Explain the various types of pricing methods. 13,K3,CO3
- OR**
- b) Sales are affected by Sales Promotion. Explain with suitable examples. 13,K5,CO3

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create

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14. a) Retail Data Analysis to Boost Sales. Illustrate with suitable examples. 13,K4,CO4
OR
b) Explain about Kotler's Fundamental Theorem. 13,K5,CO4
15. a) Discuss your understanding on how inbound marketing works. 13,K5,CO5
OR
b) Explain the Drawbacks of using cookies for tracking users with suitable example. 13,K5,CO5

PART - C (1 × 15 = 15 Marks)
(Compulsory)

16. Sonia Bhanot cannot believe what she has just heard. Having joined Healthy Products as a Market Analyst and Planner, she has just been informed that the company has no sales forecasting system and Finance simply examine previous sales when doing next year's estimated sales for budgeting purposes. She cannot understand how the company has managed to operate effectively without one. Her marketing manager, however, a very competent technical engineer who has over the years moved through sales and into marketing in the company, believes that all forecasts are simply a waste of time. His view is that what is going to happen will happen and no amount of forecasting will affect this. Moreover, he has pointed out that in his experience forecasts are usually wrong and so it is better to do without them.

Although Sonia has already pleaded her case regarding the need for and uses of sales forecasts, her manager is adamant that she should spend her time on other 'more useful activities'. Sonia, however, feels that she cannot effectively do her job with regard to helping prepare marketing plans without an effective system of sales forecasting. She plans to undertake sales forecasting on her own to build trust of the management in the process.

Questions:

1. How can Sonia persuade her manager that sales forecasts are not only useful, but essential, in the marketing planning process?
2. What possible benefits she can highlight of undertaking forecasting?
3. Suggest suitable methods Sonia can employ for sales forecasting in any newly established system of forecasting.