Question Paper Code	13171

MBA - DEGREE EXAMINATIONS, NOV / DEC 2024
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

		Marks	K–Level	CO
1.	What is meant by prescriptive analytics?	2	K1	CO1
2.	Name some popular tools used for marketing analytics.	2	K1	CO1
3.	Define consumer Panel.	2	K1	CO1
4.	Write down the universal question used for Customer Satisfaction Score (CSAT).	2	K1	CO1
5.	Write short notes on Adstock effect.	2	K1	CO1
6.	Write short notes on Controlled store test.	2	K1	CO1
7.	How do you calculate market share using propensity?	2	K1	CO1
8.	List down the applications of retail tracking.	2	K1	CO1
9.	In what circumstances buzz marketing should not be considered.	2	K1	CO1
10.	What do you mean by third party cookies phase out?	2	K1	CO1

PART - B (5 × 13 = 65 Marks)
Answer ALL Questions

			Marks	K–Level	CO
11.	a)	Discuss the trends and challenges in Marketing Analytics.	13	K2	CO2
		OR			
	b)	Discuss various models used in computing Brand equity. Among the models discussed, which one is more recommended by you.	13	K2	CO2
12.	a)	Construct three different buyer groups based on demographic, segmentation and user defined for Mens Apparel store and identify the best group out of it.	13	K3	CO3
		OR			
	b)	Develop an in-depth interview for developing a new face cream for men. Discuss about the nature and number of participants. Prepare a discussion guide for conducting the in-depth interview.	13	K3	CO3
13.	a)	Bee Sweet" is a new honey cream product introduced by Eat Naturals. The company which is already having a strong customer base is planning to promote the product through sales promotion tools. Construct a set of promotional tools for this company.	13	K3	CO3

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create   **13171**

OR

b) Choose a brand price trade off using any five cosmetic brands of your choice. *13 K3 CO3*

14. a) Determine the metrics that are used for measuring stocks in trade which are useful in managing the stocks in low trade areas. *13 K2 CO4*

OR

b) Short notes on *13 K2 CO4*
   1. Baseline Effects
   2. Interaction Effects
   3. Competitive effects

15. a) Critically examine advantages and disadvantages of e-marketing. Outline components of e-marketing system, with illustrations. *13 K4 CO5*

OR

b) Examine the problems involved in reaching the masses and for the low involvement category. *13 K4 CO5*

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

16. *15 K5 CO5*

	Case I	Case II	Case III
Regular Price $/kg	39.50	41.70	38.40
Variable Cost $/kg	30	30	30
Actual (promo) Price $/kg	37.60	36.28	31.60
Discount %	5%	13%	18%
Baseline Sales Volume kg	603	544	506
Baseline Sales Value $	23,819	22,685	19,430
Baseline Variable Cost $	18,090	16,320	15,180
Baseline Gross Margin $	5,729	6,365	4,250
Sales Volume kg	1,073	1,644	2,749
Gain: Volume kg	470	1,100	2,243
% Gain: Volume	78%	202%	443%
Sales Value $	40,345	59,643	86,868
Cost of Promotion $	2,000	5,000	4,500
Gain: Value $	14,526	31,958	62,938
% Gain: Value	61%	141%	324%
Variable Cost $	32,190	49,320	82,470
Gross Margin $	6,155	5,323	(102)
Gain: Margin $	426	(1,042)	(4,352)
% Gain: Margin	7%	-16%	-102%

Identify the sales gain/loss in volume, value and Profit for the three cases and comment on the results.

Which case do you think is the ideal case to be considered for sales promotion?

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create   **13171**