Reg. No.											

Question Paper Code	12390

MBA - DEGREE EXAMINATIONS, NOV / DEC 2023
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. Define marketing analytics. — 2,K1,CO1
2. Mention few need in marketing analytics. — 2,K1,CO1
3. Distinguish Qualitative and Quantitative research. — 2,K2,CO2
4. How to segment market for good positioning of Brand? — 2,K1,CO2
5. Discuss on the importance of Marketing mix. — 2,K2,CO3
6. Mention few cross-promotion examples in the FMCG Sector. — 2,K1,CO3
7. How TPS support in operational planning? — 2,K1,CO4
8. Write the impact of assortment in merchandising the products. — 2,K2,CO4
9. What is Buzz marketing? — 2,K1,CO5
10. "Google analytics is vital in sourcing information on the source of the traffic" –Comment. — 2,K2,CO5

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

11. a) (i) Explain in detail the future trends in marketing analytics. — 7,K2,CO1
       (ii) Classify the types of marketing analytics. — 6,K2,CO1

OR

   b) Explain in detail the tools used in analyzing marketing activities and its implications. — 13,K2,CO1

12. a) Netflix is offering a promotion where users can enroll in a 30-days free trial. After 30 days, customers will automatically be charged based on their selected package. How would you measure acquisition success, and what metrics would you propose to measure the success of the free trial? Discuss on this "freemium model" and its impact supported through Conjoint analysis with key factor. — 13,K6,CO2

OR

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create   **12390**

b) If an researcher is conducting a study on students between grade 9-12 from XYZ school, Assuming there are 300 students in the target population, and the sample size is 10, the interval will be 30 (300 divided by 10). Then, I will pick a number between 1 and 30 (random starting point), after which I will pick every 30th element on my list until I have 10 students for my sample group. Based on the above sample distribution what sampling method can be chosen to select a sample group.

13,K5,CO2

13. a) Direct to consumer advertising for pharmaceuticals is a pull strategy, designed to get consumers to ask their doctors to prescribe certain medications. What are the pros and cons of this practice and recommend LSCM framework for effective distribution of medical products.

13,K6,CO3

OR

b) Elaborate Electroencephalography and its implications in business.

13,K2,CO3

14. a) Explain in detail the portfolio analysis in business decisions.

13,K2,CO4

OR

b) Discuss in detail on marketing mix modeling.

13,K2,CO4

15. a) Explain in detail on Linkedin analytics and its impact on recruitment using Boolean search.

13,K2,CO5

OR

b) Formulate strategies to have effective SERP in youtube and tweet analytics.

13,K2,CO5

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

16. a) Target consumers may be unaware of or uninterested in the new Dairy based FMCG product's. Producers may not be interested in a new manufacturing method. Suggest New STP initiated to find ways to connect the benefits of the product with people's natural needs andinterests.

15,K5,CO5