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| Question Paper Code | 14269 |
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MBA - DEGREE EXAMINATIONS, NOV / DEC 2025

Third Semester

Master of Business Administration

24MBM305 - MARKETING ANALYTICS

Regulations - 2024

Duration: 3 Hours

Max. Marks: 100

PART - A (10 × 2 = 20 Marks)

Answer ALL Questions

| | <i>Marks</i> | <i>K – Level</i> | <i>CO</i> |
|--|--------------|------------------|-----------|
| 1. List down the types of data reported in marketing analytics. | 2 | K1 | CO1 |
| 2. Why do you think that data boom is a challenge to marketing analytics? | 2 | K2 | CO1 |
| 3. Distinguish between Primary and Secondary consumer research. | 2 | K2 | CO2 |
| 4. What do you mean by cumulative penetration? | 2 | K1 | CO2 |
| 5. “Trade promotions are most effective than a consumer promotion for a manufacturer”- Comment on this statement. | 2 | K2 | CO3 |
| 6. Short notes on inbound and outbound marketing. | 2 | K1 | CO3 |
| 7. Consider the following scenario pertaining to a brand with numeric distribution of 80%, and sales of 100,000 units: Numeric distribution: 80% Universe of stores: 500 Number of stores handling: 400 Period sales: 100,000 Average sales per store: 250 If this brand experiences out-of-stock (OOS) of 10%, given the above information, what is the estimated loss in business in terms of unit sales, due to the stockout? | 2 | K2 | CO4 |
| 8. What are referred to as Handlers? | 2 | K1 | CO4 |
| 9. Classify the facebook advert analytics metrics. | 2 | K1 | CO5 |
| 10. In what circumstances buzz marketing should not be considered? | 2 | K2 | CO5 |

PART - B (5 × 13 = 65 Marks)

Answer ALL Questions

| | | | |
|---|----|----|-----|
| 11. a) Explain the concept of Marketing Analytics and discuss its scope in modern marketing management. Illustrate how it helps bridge the gap between marketing activities and business performance. | 13 | K2 | CO1 |
| OR | | | |
| b) Explain the types of marketing analytics tools with their features and uses. | 13 | K2 | CO1 |

12. a) Illustrate the methods of customer identification through qualitative methods. 13 K2 CO2

OR

b) Elaborate about the two types of customer satisfaction survey namely relationship survey and transaction survey. 13 K2 CO2

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. Formulate a set of promotional tools for this company. 13 K3 CO3

OR

b) Apply Sentiment Analysis techniques to evaluate consumer feedback about a new smart phone launch on Twitter. Outline the steps and tools you would use. 13 K3 CO3

14. a) Apply Assortment Optimization techniques to a supermarket chain that wants to improve profitability and shelf efficiency. Include data types and key performance indicators. 13 K3 CO4

OR

b) A retail brand, *TrendEase*, recently launched a 3-month marketing campaign combining influencer promotions, seasonal discounts, and online advertisements to boost sales of its new fashion line. The analytics team now wants to evaluate how different factors affected overall sales performance. As a marketing analyst, explain the concepts of **Baseline Effects**, **Interaction Effects**, and **Competitive Effects** in the context of *TrendEase’s* campaign. Illustrate how each effect can influence the interpretation of the campaign results. 13 K3 CO4

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

OR

b) Analyze the performance of a website (for example, www.fitericketacademy.com) using key Google Analytics metrics such as Sessions, Bounce Rate, Average Session Duration, Pages per Session, and Conversion Rate. Given a set of assumed data over two different months, interpret the changes in these metrics and infer possible causes for performance variation. 13 K4 CO5

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

16.

15 K5 CO3

| | Case I | Case II | Case III |
|----------------------------|--------|---------|----------|
| Regular Price\$/Kg | 30.50 | 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 | 1073 | 1644 | 2749 |
| Gain: Volume kg | 470 | 1100 | 2243 |
| % Gain: Volume | 78% | 202% | 443% |
| Sales Value \$ | 40345 | 59643 | 86868 |
| Cost of Promotion \$ | 2000 | 5000 | 4500 |
| Gain: Value \$ | 14526 | 31958 | 62938 |
| % Gain: Value | 61% | 141% | 324% |
| Variable Cost \$ | 32190 | 49320 | 82470 |
| Gross Margin \$ | 6155 | 5323 | (102) |
| Gain: Margin \$ | 426 | (1042) | (4352) |
| % Gain: Margin | 7% | -16% | -102% |

1. Identify the sales gain/loss in volume, value and Profit for the three cases and comment on the results.
2. Which case do you think is the ideal case to be considered for sales promotion?