Reg. No. ☐☐☐☐☐☐☐☐☐☐☐☐☐

Question Paper Code	**13670**

MBA - DEGREE EXAMNATIONS, APRIL / MAY 2025

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.	Why is marketing analytics gaining importance today?	2	K1	CO1
2.	Who are referred to as Tenuous customers?	2	K1	CO1
3.	Define consumer Panel.	2	K1	CO2
4.	Write an example for the Word Association test.	2	K1	CO2
5.	Write short notes on decay effect.	2	K1	CO3
6.	Write down the formula for market share using Parfitt Collins model.	2	K1	CO3
7.	List down the range of analysis done with transaction data.	2	K1	CO4
8.	When do we use rolling census? Also write its significance in retail analysis.	2	K1	CO4
9.	Write any four metrics of Youtube analytics.	2	K1	CO5
10.	What is inbound marketing?	2	K1	CO5

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

11.	a)	Explain the scope, importance and need of marketing analytics.	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)	Explain Kano model with an illustration.	13	K2	CO2
13.	a)	Construct the steps involved in constructing the Van Westendorp's Price Sensitivity meter with an example.	13	K3	CO3
		OR			
	b)	Identify the various factors affecting consumer's sensitivity to price.	13	K3	CO3
14.	a)	Consider a brand that is seeking distribution at a major supermarket chain. The brand is currently distributed in a few small supermarket	13	K4	CO4

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

chains; its value share in the supermarket channel is 2.5%, and its distribution weighted on value in the channel is 20%. What facts should the trade marketer put forward that might help her secure the category manager's support to list the brand? Why should the retailer be interested in stocking the brand? The market value share of 2.5%, though quite significant, might not impress the retailer. Can the trade marketer use a more compelling reason to persuade the retailer?

OR

b) Compare the metrics that are used for measuring stocks in trade which are useful in managing the stocks in low trade areas. *13 K4 CO4*

15. a) Justify the use of social media analytics for the growth of a firm in this competitive world. *13 K5 CO5*

OR

b) Take a website of your choice and determine the google analytics metrics to be considered for assessing the performance of the website with some assumed data. *13 K5 CO5*

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

16. a) 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. *15 K5 CO5*

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.