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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA - IEV

SEM: III - THEORY EXAMINATION (2024- 2025)

Subject: Marketing Analytics

Time: 3 Hours

Max. Marks: 100

General Instructions:*IMP: Verify that you have received the question paper with the correct course, code, branch etc.**1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.**2. Maximum marks for each question are indicated on right -hand side of each question.**3. Illustrate your answers with neat sketches wherever necessary.**4. Assume suitable data if necessary.**5. Preferably, write the answers in sequential order.**6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.***SECTION-A**

20

1. Attempt all parts:-

- 1-a. Estimating Potential Value of introducing a New Product to the market comes under the purview of _____. (CO1,k3) 1
- (a) customers and markets
- (b) data & information
- (c) function & operations,
- (d) Profit & loss
- 1-b. The Triangulation method includes _____. (CO1,k3) 1
- (a) Validation
- (b) Market Sizing
- (c) Customer Discovery
- (d) Customer Acquisition
- 1-c. Check & Balance is possible in _____ method of Market Sizing. (CO2,k1) 1
- (a) Customer Satisfaction
- (b) Customer Feedback
- (c) Prioritizing Market Segment to a Target.
- (d) Customer Expectation
- 1-d. _____ are useful and productive only if they are creating Value Addition to the customer's relationship with the Organization. (CO2,k1) 1
- (a) Loyalty Club programs

- (b) Niche marketing teams
 - (c) Behavioural Segments
 - (d) Customer Experience Groups
- 1-e. Customer Retention helps to increase repeated purchase as the _____ grows. (CO3,k4) 1
- (a) Reward Loyalty
 - (b) Promotional Schemes
 - (c) Life-Time Value
 - (d) Perceived Quality
- 1-f. _____ is the willingness of Customers to buy from a supplier/manufacturer again & again. (CO3,k1) 1
- (a) Keeping existing customers
 - (b) Continue business with existing customer
 - (c) prevent the customer turnover
 - (d) all of these.
- 1-g. In tough economic time, _____marketing is the best way to achieve Competitive Advantage. (CO4,k5) 1
- (a) ERP
 - (b) CRM
 - (c) Accounting
 - (d) Productivity
- 1-h. SBI-Indian Oil Card is an example of _____Program . (CO4,k5) 1
- (a) Tiered Loyalty
 - (b) Fee-based
 - (c) Cash-back
 - (d) Coalition.
- 1-i. Bottom-up approach includes the following _____. (CO5,k1) 1
- (a) Customer Validation
 - (b) Customer Creation
 - (c) Customer Discovery,
 - (d) Customer Acquisition
- 1-j. _____is the stage where the Start-up founders map all the assumption about their products and convert them into feasible hypothesis. (CO5,k1) 1
- (a) Understanding Macro economy.
 - (b) Competitiveness & Penetration
 - (c) both of these
 - (d) None of these.

2. Attempt all parts:-

2.a.	Elaborate the Customer Life Time Value for the start-up in the Customer Development evaluation. (CO1,k5)	2
2.b.	Explain the concepts of Customer Retention. (CO2,k5)	2
2.c.	Explain the methods to measure the effectiveness of various advertising campaign.(CO3,k1)	2
2.d.	Decision Making based on Marketing Analytics may help in reducing the risk of start-up failure, justify the statement.(CO4,k4)	2
2.e.	Elaborate the concept of Online Web-activities for assessment of Customer Engagement.(CO5,k2)	2

SECTION-B 30

3. Answer any five of the following:-

3-a.	Briefly discuss the importance of Marketing Analytics in rationalizing the Marketing Cost. (CO1,k2)	6
3-b.	Briefly elaborate Market Sizing and its uses.(CO1,k2)	6
3-c.	Providing Exceptional Customer Service is key to increase Customer Lifetime Value, explain. (CO2,k4)	6
3-d.	Discuss the ways in which Marketing Analytics helps in achieving Competitive Advantage. (CO2,k2)	6
3.e.	Top Down approach is Market Oriented, elaborate this. (CO3,k4)	6
3.f.	Define Customer Life Time Value.(CO4,k1)	6
3.g.	Discuss the importance of Relevant Data in Marketing Analytics.(CO5,k1)	6

SECTION-C 50

4. Answer any one of the following:-

4-a.	Briefly explain the importance of Marketing Analytics in understanding Demographic Segmentation. (CO1,k1)	10
4-b.	Discuss the role of analysing Marketing data in measuring Customer Lifetime Value .(CO1,k1)	10

5. Answer any one of the following:-

5-a.	Discuss the role of Marketing Analytics in reducing Cost of Customer Acquisition. (CO2,k5)	10
5-b.	Outdoor Events help the organisations to achieve Customer Acquisition objectives, justify the statement. (CO2,k5)	10

6. Answer any one of the following:-

6-a.	Write the Various kinds of Data Collection techniques in Marketing Analytics. (CO3,k2)	10
6-b.	Explain the Top-Down and Bottom-up approach with a diagram. (CO3,k2)	10

7. Answer any one of the following:-

7-a.	Elaborate some of the Marketing Analytical techniques for improving Customer Retention. (CO4,k2)	10
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- 7-b. Cite the reasons for Market Sizing as an effective technique for introducing a new product in the Market. (CO4,k2) 10
8. Answer any one of the following:-
- 8-a. Explain the importance of Social Networking in understanding Customer Referrals of a Service. (CO5,k1) 10
- 8-b. Discuss the role of Market Sizing in understanding Customer Acquisition. (CO5,k1) 10

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