

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

M.B.A.

SEM: IV - THEORY EXAMINATION (2021 - 2022)

Subject: Marketing Analytics

Time: 3 Hours

Max. Marks: 100

## General Instructions:

1. The question paper comprises three sections, A, B, and C. You are expected to answer them as directed.
2. Section A - Question No- 1 is 1 marker & Question No- 2 carries 2 mark each.
3. Section B - Question No-3 is based on external choice carrying 6 marks each.
4. Section C - Questions No. 4-8 are within unit choice questions carrying 10 marks each.
5. 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. Marketing is a process which aims at. (CO1) 1
- (a) Advertising
  - (b) Profit Making
  - (c) Sales planning, strategy and implementation
  - (d) Creating, communicating, delivering value for customers
- 1-b. Aggressive selling is a characteristic of \_\_\_\_\_ of marketing. (CO1) 1
- (a) Production concept
  - (b) Marketing Concept
  - (c) Selling concept
  - (d) Product concept
- 1-c. Market skimming works when (CO2) 1
- (a) High current demand
  - (b) High price reflects high quality of product
  - (c) Recover cost in short time
  - (d) All of the above
- 1-d. Marketers set the price of the product based on. (CO2) 1
- (a) Demand forecast
  - (b) Market share
  - (c) Product quality leadership
  - (d) All of the above
- 1-e. A \_\_\_\_\_ is a table of statistics that summarizes the data of a more extensive table. (CO3) 1
- (a) Data analysis tool
  - (b) Pivot Table
  - (c) Solver
  - (d) None of the above
- 1-f. The more novel a new product or service design is, forecasters have to rely on: (CO3) 1
- (a) Subjective estimates.
  - (b) Seasonality.
  - (c) Cyclicity.
  - (d) Historical data.

1-g.	The practice of charging different prices to different customer is called: (CO4)	1
	(a) Odd pricing	
	(b) Low pricing	
	(c) Price discrimination	
	(d) None of the above	
1-h.	Goods that consumer does not know about or does not normally think of buying are: (CO4)	1
	(a) Unsought goods	
	(b) Industrial goods	
	(c) Staple goods	
	(d) None of the above	
1-i.	Averaging techniques are useful for: (CO5)	1
	(a) Average people.	
	(b) Eliminating historical data.	
	(c) Smoothing out fluctuations in time series.	
	(d) None of the above	
1-j.	The primary method for associative forecasting is: (CO5)	1
	(a) Sensitivity analysis.	
	(b) Regression analysis.	
	(c) Exponential smoothing.	
	(d) None of the above	
2.	Attempt all parts:-	
2.a.	Define marketing analytics. (CO1)	2
2.b.	Explain power demand curve. (CO2)	2
2.c.	Discuss need of segmentation with examples. (CO3)	2
2.d.	Briefly explain impact of advertising on sales. (CO4)	2
2.e.	Define regression analysis. (CO5)	2
	SECTION B	30
3.	Answer any <u>five</u> of the following:-	
3-a.	Describe the importance of market data in decision making. (CO1)	6
3-b.	Discuss the advantages of predictive analytics. (CO1)	6
3-c.	Differentiate between complementary goods and substitute goods. (CO2)	6
3-d.	Discuss various profit maximizing strategies. (CO2)	6
3.e.	Discuss various factors affecting positioning. (CO3)	6
3-f.	Differentiate between top line and bottom line growth. (CO4)	6
3.g.	List out the objectives of Conjoint Analysis. (CO5)	6
	SECTION C	50
4.	Answer any <u>one</u> of the following:-	
4-a.	Describe the application of marketing analytics in inventory management. (CO1)	10
4-b.	Discuss various approaches of market sizing. (CO1)	10
5.	Answer any <u>one</u> of the following:-	
5	Write down a note on price bundling. (CO2)	10
5	Discuss the advantages of adopting skimming pricing strategy. (CO2)	10
6.	Answer any <u>one</u> of the following:-	
6-a.	Discuss the advantages of dis-criminant analysis. (CO3)	10
6-b.	Discuss the various positioning strategies. (CO3)	10

7. Answer any one of the following:-

7-a. Discuss the significance of market basket analysis in present scenario. (CO4) 10

7-b. Discuss the need to measure advertising effectiveness. (CO4) 10

8. Answer any one of the following:-

8-a. Describe the quantitative techniques of demand forecasting. (CO5) 10

8-b. Explain S- Curve. Discuss advantages of using S-Curve in forecasting. (CO5) 10