Roll. No:

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: IV - THEORY EXAMINATION (2023 - 2024)

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.*

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SECTION A　　　　　　　　　　　**20**

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1. Attempt all parts:-

1-a.　　　Which of the following is considered as an unsought good? (CO1)　　　1

　　　　　　(a) Books

　　　　　　(b) Cars

　　　　　　(c) Mobile Phones

　　　　　　(d) Insurance Policy

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.　　　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-d.   _____ is the only element in the marketing mix that produces revenue; the other elements produce costs. (CO2)   1

       (a) Product

       (b) Promotion

       (c) Price

       (d) None of the above

1-e.   Which of the following methods do we use to best fit the data in logistic. (CO3)   1

       (a) Least Square Error

       (b) Maximum Likelihood

       (c) Jacard distance

       (d) None of the above

1-f.   Which of the following is not a type of judgmental forecasting? (CO3)   1

       (a) executive opinions

       (b) time series analysis

       (c) consumer surveys

       (d) Delphi method

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.   Any good, service or idea that is perceived by someone as new is. (CO4)   1

       (a) Innovation

       (b) Incubation

       (c) Imagination

       (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.   _____ is a method for deriving the utility values that consumers attach to   1

varying levels of a product's attributes. (CO5)

      (a) utility analysis

      (b) regression analysis.

      (c) conjoint analysis

      (d) None of the above

2. Attempt all parts:-

2.a.	Distinguish between primary data and secondary data.(CO1)	2
2.b.	Define optimize pricing.(CO2)	2
2.c.	Briefly explain segmentation process.(CO3)	2
2.d.	Briefly explain the term 'retailing'.(CO4)	2
2.e.	Define regression analysis.(CO5)	2

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SECTION B   **30**

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3. Answer any <u>five</u> of the following:-

3-a.	Discuss the uses of secondary data. (CO1)	6
3-b.	Discuss the challenges of market sizing. (CO1)	6
3-c.	Differentiate between penetration vs skimming pricing. (CO2)	6
3-d.	Differentiate between capital goods and consumer goods. (CO2)	6
3.e.	Enumerate the types of cluster. (CO3)	6
3.f.	Discuss the advantages of online advertising. (CO4)	6
3.g.	Describe non- linear trend. (CO5)	6

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SECTION C   **50**

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4. Answer any <u>one</u> of the following:-

4-a.	Discuss the nature and scope of marketing analytics. (CO1)	10
4-b.	Explain in detail challeges involved in data analytics. (CO1)	10

5. Answer any <u>one</u> of the following:-

5-a.	Differentiate between Linear and Power demand curve. (CO2)	10
5-b.	Highlight important considerations while fixing price of a product. (CO2)	10

6. Answer any <u>one</u> of the following:-

6-a.	Define positioning. Describe process of positioning with suitable examples.(CO3)	10
6-b.	Discuss in detail on conducting cluster analysis. (CO3)	10

7. Answer any <u>one</u> of the following:-

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

7-b.   Discuss in detail about online advertising. (CO4)   10

8. Answer any <u>one</u> of the following:-

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

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