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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, NIET BUSINESS SCHOOL,  
GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

PGDM (Global)

TRIMESTER: V - THEORY EXAMINATION (2024 -2025)

Subject: Marketing Analytics

Time: 2.5 Hours

Max. Marks: 60

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**

15

1. Attempt all parts:-

- 1-a. The primary goal of marketing analytics is \_\_\_\_\_. (CO1, K2) 1
- (a) To increase website traffic
- (b) To improve customer satisfaction
- (c) To measure marketing campaign performance
- (d) To reduce marketing costs
- 1-b. The term for the process of analyzing customer data to identify patterns and trends is \_\_\_\_\_. (CO2, K2) 1
- (a) Descriptive analysis
- (b) Predictive analysis
- (c) Prescriptive analysis
- (d) Diagnostic analysis
- 1-c. A buyer rewarded for his purchase is more likely to \_\_\_\_\_ his purchase. (CO3, K3) 1
- (a) Repeat
- (b) stop
- (c) defer
- (d) reduce
- 1-d. Customer Retention helps to increase repeated purchase as the \_\_\_\_\_ 1

grows. (CO4, K2)

- (a) Customer base
- (b) Market Share
- (c) Relationship tenure
- (d) Brand acceptance

- 1-e. Top Down Market Sizing Approaches include\_\_\_\_\_. (CO5, K2) 1
- (a) Understanding Macro economy.
  - (b) Competitiveness & Penetration
  - (c) both of these
  - (d) None of these.

2. Attempt all parts:-

- 2.a. Briefly discuss the roles that Customer Behaviour Analytics plays in the Customer Retention Process. (CO1, K2) 2
- 2.b. Explain the importance of Social Networking in understanding Customer Referrals of a Service. (CO2, K2) 2
- 2.c. Write the Various kinds of Data Collection techniques in Marketing Analytics. (CO3, K2) 2
- 2.d. Briefly elaborate Market Sizing and its uses. (CO4, K2) 2
- 2.e. Define Custome Life Time Value. (CO5, K2) 2

### **SECTION-B**

15

3. Answer any three of the following:-

- 3-a. Elaborate the key Metrics commonly used in marketing analytics. (CO1, K2) 5
- 3-b. Discuss the techniques of Data Collection. (CO2, K2) 5
- 3-c. Discuss the Strategy of Customer Segmentation. (CO3, K2) 5
- 3-d. Decision Making based on Marketing Analytics may help in reducing the risk of start-up failure, justify the statement. (CO4, K2) 5
- 3.e. Elaborate the concept of Return on Investment and its role in assessing the success of marketing campaigns and business expansions. (CO5, K3) 5

### **SECTION-C**

30

4. Answer any one of the following:-

- 4-a. Discuss the role of Marketing Analytics in Customer Retention in terms of Impact, Capabilities & Result. (CO1, K2) 6
- 4-b. Discuss the role of the Psychographic, Environmental, Technological factors and the Media in the process of Customer Acquisition. (CO1, K3) 6

5. Answer any one of the following:-

- 5-a. Discuss the techniques of Data Collection with their uses in different Marketing situation. (CO2, K2) 6
- 5-b. Elaborate the concept of Online Web-activities for assesment of Customer 6

Engagement. (CO2, K2)

6. Answer any one of the following:-

- 6-a. Discuss the Importance of Market Sizing in estimating potential sales. (CO3, K2) 6
- 6-b. Explain the Role of consumer behavior in shaping market segmentation strategies and how it drives product offerings. (CO3, K2) 6

7. Answer any one of the following:-

- 7-a. List the Benefits of integrating Segmentation, Targeting, and Positioning (STP) for creating focused marketing messages. (CO4, K2) 6
- 7-b. Explain the Techniques for improving sales performance through data-driven insights from market basket analysis. (CO4, K3) 6

8. Answer any one of the following:-

- 8-a. Give a Detailed explanation of how Perceptual Maps can aid in identifying market gaps and opportunities for new product development. (CO5, K2) 6
- 8-b. Evaluate the Contribution of Market Basket Analysis in identifying buying patterns and cross-selling opportunities for retail businesses. (CO5, K3) 6

REG:JULY\_DEC-2024