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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: IV - THEORY EXAMINATION (2025 - 2026)

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:-

- (1.1) Linear regression needs following. (CO1,K1) 1
- (a) Discrete dependent variable
 - (b) More than 10 independent variables
 - (c) Non normal dependent variable
 - (d) No correlation among independent variables
- (1.2) Select which of the following is considered as an unsought good: (CO1,K1) 1
- (a) Books
 - (b) Cars
 - (c) Mobile Phones
 - (d) Insurance Policy
- (1.3) _____ shows how easy it is for the supplier and consumer to change their behavior and substitute another good, the strength of an incentive over choices per the relative opportunity cost. (CO2,K1) 1
- (a) Optimization
 - (b) Maximization
 - (c) Minimization
 - (d) Elasticity
- (1.4) _____ is the only element in the marketing mix that produces revenue; the other elements produce costs. (CO2,K1) 1
- (a) Product
 - (b) Promotion
 - (c) Price

- (d) None of the above
- (1.5) _____ are informal workplaces where intrapreneurial teams attempt to develop new products. (CO3,K1) 1
- (a) Skunkworks
(b) Gopher holes
(c) Stockrooms
(d) Penthouses
- (1.6) The primary method for associative forecasting is: (CO3,K1) 1
- (a) Sensitivity analysis.
(b) Regression analysis.
(c) Exponential smoothing.
(d) None of the above
- (1.7) The more novel a new product or service design is, the more forecasters have to rely on: (CO4,K1) 1
- (a) subjective estimates.
(b) seasonality.
(c) cyclicalities.
(d) None of the above
- (1.8) _____ has the advantage of being high in selectivity; low cost; immediacy; and interactive capabilities. (CO4,K1) 1
- (a) Direct Mail
(b) Outdoor
(c) Online
(d) Radio
- (1.9) Select the term which is used for advertising done for intermittent and irregular periods and alternating with shorter periods of no advertising? (CO5,K1) 1
- (a) Continuity Scheduling
(b) Pulse Scheduling
(c) Intermittent Scheduling
(d) Flight Scheduling
- (1.10) In ____ advertising, products that are forbidden from being advertised are promoted through another product of the same brand, using the brand image. (CO5,K1) 1
- (a) Stealth
(b) Surrogate
(c) Ethical
(d) None of the above

2. Attempt all parts:-

- (2.1) Discuss disadvantages of marketing analytics. (CO1,K2) 2
- (2.2) Compare and contrast linear demand curve with power demand curve. (CO2,K4) 2
- (2.3) Briefly explain weighted moving average. (CO3,K2) 2
- (2.4) Explain purchase frequency. (CO4,K2) 2

(2.5)	Distinguish between revenue and profitability. (CO5,K1)	2
SECTION-B		30
Answer any <u>one</u> of the following:-		
(3.1)	Explain the role of consumer market research. (CO1,K3)	6
(3.2)	Describe the importance of market data in decision making. (CO1,K3)	6
Answer any one of the following:-		
(3.3)	Discuss how analytics help in selection and implementation of profit maximisation strategies. (CO2,K2)	6
(3.4)	Explain mixed bundling with the help of suitable example. (CO2,K2)	6
Answer any one of the following:-		
(3.5)	Describe S-Curve in innovation. (CO3,K3)	6
(3.6)	List out the objectives of Conjoint Analysis. (CO3,K2)	6
Answer any one of the following:-		
(3.7)	Describe the term basic consumer value. (CO4,K2)	6
(3.8)	Differentiate between hierarchical clusters & non-hierarchical clusters. (CO4,K4)	6
Answer any one of the following:-		
(3.9)	Describe these terms a. star performers b. space wasters. (CO5,K2)	6
(3.10)	Define profit builders with the help of any example. (CO5,K3)	6
SECTION-C		50
4. Answer any <u>one</u> of the following:-		
(4.1)	Describe the importance of market size for a business. (CO1,K3)	10
(4.2)	Explain in detail challenges involved in data analytics. (CO1,K3)	10
5. Answer any <u>one</u> of the following:-		
(5.1)	Discuss profit maximizing strategies adopted by MNCs. (CO2,K3)	10
(5.2)	Highlight important considerations while fixing price of a product. (CO2,K2)	10
6. Answer any <u>one</u> of the following:-		
(6.1)	Differentiate between seasonality and cyclicalities. (CO3,K3)	10
(6.2)	Describe the qualitative techniques of demand forecasting. (CO3,K2)	10
7. Answer any <u>one</u> of the following:-		
(7.1)	Discuss the process to identify target customers, Explain with the help of any example. (CO4,K3)	10
(7.2)	Analyze the different targeting strategies used in marketing. Discuss how do these strategies differ in terms of audience focus, resource allocation, and business objectives. In what types of market conditions would each be most effective?(CO4,K4)	10
8. Answer any <u>one</u> of the following:-		
(8.1)	Discuss the importance of allocation of space in retail. (CO5,K3)	10
(8.2)	Explain the need for training sales force. (CO5,K4)	10