END TERM EXAMINATION

FIFTH SEMESTER (BBA) JANUARY-2024

Paper Code: BBA-309	*Subject: Marketing Analytics*

Time: 3 Hours   *Maximum Marks :75*

Note: Attempt five questions in all including Q.no.1 which is compulsory.

Q1   Answer **any five** from the following: **(5x5=25)**

   (a) Define Secondary data and its sources
   (b) Price skimming
   (c) Analytics
   (d) Advantages of marketing analytics
   (e) Scope of marketing analytics
   (f) Market research vs. Marketing analytics
   (g) Components of marketing analytics
   (h) Top down vs. Bottom down approach

Q2   (a) Critically examine advantages and disadvantages of e-marketing. Outline components of e-marketing system, with illustrations.   **(8)**
   (b) Highlight advantages of undertaking social media analysis.   **(4.5)**

Q3   (a) Identify importance of undertaking price -value analysis.   **(6.5)**
   (b) Usage of Pivot tables and Charts.   **(6)**

Q4   (a) Explain various tools and techniques used for place analytics as a part of marketing analytics.   **(6.5)**
   (b) Factors determining the selection of media channel for promotion.   **(6)**

Q5   How regression analysis help in measuring customer satisfaction. Also explain the limitations of regression analysis.   **(12.5)**

Q6   (a) Importance of Consumer sentiments and emotions in marketing analytics.   **(6.5)**
   (b) Linear vs. Non Linear pricing.   **(6)**

Q7   What is products analytics? How it is done and also explain its uses in marketing analysis?   **(12.5)**

Q8   (a) How the effectiveness of advertisement can be measured with special reference to consumer goods?   **(7)**
   (b) What is price optimization and why it is required?   **(5.5)**

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