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Course MBA, Program Business Analytics
Subject: Marketing Analytics, Code: MAN-908
Semester -III

Time: 03 Hours

Max Marks:70

Instructions to the Students:

1. This Question paper consists of two Sections. All sections are compulsory.
2. Section A comprises 10 questions of short answer type. All questions are compulsory. Each question carries 2 marks.
3. Section B comprises 8 long answer type questions out of which students must attempt any 5. Each question carries 10 marks.
4. Do not write anything on the question paper.

Q.No.	SECTION –A (SHORT ANSWER TYPE QUESTIONS)	Marks
1.	a) Define the term Marketing Analytics.	(2)
	b) What are purposes of market share analysis?	(2)
	c) Define the term “digital marketing”.	(2)
	d) What do you mean by sales force sizing?	(2)
	e) Highlight advantages of undertaking social media analysis.	(2)
	f) What is promotion analytics?	(2)
	g) What is logistics regression?	(2)
	h) What is Pivot Table and Charts?	(2)
	i) Name the 4 component of marketing information system.	(2)
	j) What is cluster analysis?	(2)

SECTION –B (LONG ANSWER TYPE QUESTIONS)

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| 2. | Describe the role of marketing research analytics and research of 21st Century in Indian scenario. | (10) |
| 3. | What is big data and big data analytics in current scenario? | (10) |

4. What is data visualization and business insight? (10)
5. Define Conjoint analysis, text analytics and search analytics. (10)
6. Define what is demand forecasting and projection with real corporate examples. (10)
7. Highlight the characteristic features of various e-marketing tools by citing suitable illustrations. (10)
8. Highlight the need and importance of sales forecasting for an organisation. Describe various techniques of sales forecasting, with examples. (10)
9. What is Statistical distribution, non-parametric tests and factor analysis? (10)

==END OF PAPER==