

C-4065

Sub. Code

31043C

M.B.A. DEGREE EXAMINATION

INDUSTRY INTEGRATED

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

MARKETING ANALYTICS

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Write short notes on the concept of Marketing Analytics.
2. Explain in brief about the role of Marketing Metrics.
3. How Margins and Profits are earned by customers?
4. What is meant by Customer life time value?
5. What are the brand equity metrics?
6. What is Cannibalization rate?
7. What are the types of sales analytics?
8. Write short notes on Clustering.
9. Write short notes on campaign management.
10. What is campaign quality check?

Part B

(5 × 5 = 25)

Answer **all** questions, by choosing either (a) or (b).

11. (a) Write short notes on role of marketing metrics in marketing decisions.

Or

- (b) Discuss about Share of heart, Share of mind and Share of market.

12. (a) Explain about the concepts of Selling Price and variable costs with suitable examples.

Or

- (b) Write notes on Breakeven point and target volume.

13. (a) Critically comment on strategies adopted in marketing analytics.

Or

- (b) Discuss about any two types of methods employed for analyzing the market.

14. (a) Explain the role of neural network in marketing analytics.

Or

- (b) Discuss about the types of Campaign.

15. (a) Explain the benefits of Marketing campaign management.

Or

- (b) Comment on AI approach for sales analytics.

Part C

(3 × 10 = 30)

Answer **all** questions, by choosing either (a) or (b).

16. (a) Elucidate the role of marketing analytics in widening the scope of business.

Or

- (b) Discuss the key metrics that every marketer needs.

17. (a) Explain classification tree with suitable examples.

Or

- (b) Explain how profit can be influenced by marketing analytics.

18. (a) Explain the concepts of Campaign list generation, campaign quality check, campaign rollout.

Or

- (b) Explain the applications of predictive models.
-