

C-6467

Sub. Code

31043C

M.B.A. DEGREE EXAMINATION, APRIL 2022

Fourth Semester

Industry Integrated

MARKETING ANALYTICS

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer all the questions.

1. What do you mean by marketing analytics?
2. Why marketing analytics is gaining importance?
3. Write short notes on customer analytics.
4. What is Selling Price?
5. What do you mean by brand equity?
6. What is Segmentation?
7. What are the right price points to maximize sales and profits?
8. What is Clustering?
9. What is Campaign Design?
10. What is Business rules.

Part B

(5 × 5 = 25)

Answer all the questions.

11. (a) Explain the nature of marketing analytics.
- Or
- (b) Explain the importance of market analytics.
12. (a) What is Break Event Point? With chart and examples.
- Or
- (b) What is meant by life time value of customer? And how would you create the same.
13. (a) What is meant by Cannibalization rate analysis?
- Or
- (b) Explain the importances of Brand equity metrics.
14. (a) Explain the Approach for Sales analytics.
- Or
- (b) Explain the features of Neural Network.
15. (a) Explain the Next best action in marketing Campaign Management.
- Or
- (b) Explain the Design of Experiment.

Part C

(3 × 10 = 30)

Answer all the questions.

16. (a) Discuss the need for linking marketing to Financial Performance of a Firm.
- Or
- (b) What are the Financial implication of marketing strategic decisions? Explain.

17. (a) Give an essay about brand equity and brand Financial Performance.

Or

- (b) Explain the Margin and Profits and Customer Profitability.
18. (a) Explain the types of Campaigns.

Or

- (b) Explain the Campaign Quality check and Campaign Tracking.