

Roll No.

Total No. of Pages : 02

Total No. of Questions : 10

MBA (Sem.-3)
MARKETING ANALYTICS

Subject Code : MBA-961-18

M.Code : 77057

Date of Examination : 09-01-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A** contains **EIGHT** questions carrying **TWO** marks each and students has to attempt **ALL** questions.
2. **SECTIONS-B** consists of **FOUR** Subsections : Units-I, II, III & IV. Each Subsection contains **TWO** questions each carrying **EIGHT** marks each and student has to attempt any **ONE** question from each Subsection.
3. **SECTION-C** is **COMPULSORY** and consists of **ONE** Case Study carrying **TWELVE** marks.

SECTION-A

1.
 - a) What is the importance of Market Share Analysis?
 - b) Discuss the significance of Customer Choice Analysis.
 - c) What do you mean by Sales Force Sizing?
 - d) What do you understand by Performance Appraisal?
 - e) What are the advantages of Media Planning?
 - f) Discuss about brief introduction of Predictive Analytics.
 - g) What is the scope of E-Marketing?
 - h) What are the objectives of Social Media Marketing?

SECTION-B

UNIT-I

2. Describe various techniques of sales forecasting, with examples.

3. Highlight the objectives and scope of Customer Profitability Analysis.

UNIT-II

4. Discuss the features of Price Value Equation. Also explain why it is important so?
5. Outline important Steps for Territory Planning and Target Planning.

UNIT-III

6. Identify important steps for a setting advertising and Sales Promotion Budget.
7. What do you understand by the Metrics behind Social Media Spends.

UNIT-IV

8. Write in detail about various kinds of E-Marketing Tools.
9. Discuss the concept of E- Marketing Plan. Also, explain features of Budget Allocation.

SECTION-C

10. **Read the following case carefully and answer the questions given below.**

Ariel actilift had an improved formula that removed tough stains. But the challenge was that consumers were not interested in such communication. Most Scandinavian consumer thought there is no difference between detergent brands. The category showed lack of interest with lot of clutter and noise in communication.

Research showed that there were more than hundred thousands blog posts in Sweden alone on the subject of laundry education. Most of these posts were related to removal of tough strains. Ariel actilift has the power to remove tough stains.

Questions:

1. Consider you are the E-marketing lead of same company. How would you use display advertising to promote Ariel new product.
2. a) Create a twitter customer awareness strategy for an Ariel Actilift.
b) How to reach first 100 followers without spending any budget on paid ads?

NOTE: Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.