

Roll No.

Total No. of Pages : 03

Total No. of Questions : 10

MBA (Sem-3)

MARKETING ANALYTICS

Subject Code : MBA-961-18

M.Code : 77057

Date of Examination : 29-05-2023

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. Write Briefly :

- Usefulness of Statistics in decision making process
- Any two definitions of Market Analysis
- Importance of Price Promotion.
- Significance of Performance Appraisal
- Define Media Planning
- Applications of Descriptive Analytics
- Merits and Demits of E-marketing
- Limitations of Social Media Marketing.

SECTION-B

UNIT-I

2. State the opportunities and shortcomings of Customer Profitability Analysis.
3. State three commonly used Product Portfolio Analysis tools in India. Briefly explain each one of them.

UNIT-II

4. Outline important factors to be considered while pricing a product.
5. Discuss the various steps in Sales and Distribution analysis.

UNIT-III

6. What factors should be kept in mind while determining budget for sales promotion?
7. What is Social Media Analysis in 2023? Why is it important?

UNIT-IV

8. Explain the various Online Marketing Techniques, Strategies & Tools for Getting Success.
9. Explain the components of E-Marketing. Discuss the various kinds of E-Marketing Plan.

SECTION-C

Seven Ps will be the main components of Venice's tourism mix: people, product, price, placement, promotion, physical evidence, and process. The success of the overall tourism mix greatly depends on positioning, pricing, and marketing of the popular tourist destinations in Venice. It is crucial to raise awareness among both residents and visitors in order to achieve sustainability in the tourism industry so that Venice's priceless and ancient heritage can be long-term protected. The locals in Venice are not particularly welcoming to tourists, which has made it difficult to establish a favorable reputation in the international tourism sector. The recent demonstrations by locals demonstrate that they are dissatisfied with the growth in tourism, which they believe is diminishing the significance of local history. The physical evidence component addresses the physical deterioration and environmental protection issues that Venice is facing and that should be

effectively addressed through marketing initiatives. The physical characteristics of the historical sites have not been adequately preserved due to improper management of the growing tourism. The destination's scenic beauty is currently declining due to environmental pollution. Heritage conservation and preservation in Venice is one of the main issues. The importance of heritage and culture, which must be preserved, must be understood. Currently, the management of heritage sites and locations needs serious attention as it is slowly eroding. Venice needs to create its own distinctive tourism slogan in the placement and promotion area so that it can improve its tourism endeavors and earnings. Placement of the city's well-known tourist attractions in publications, websites, and other sources will also contribute significantly to improving the city's overall tourism mix. To ensure successful tourism prospects, it is also necessary to integrate the elements of people and process. People need to integrate with the overall tourism process in order to achieve favorable outcomes because they are either tourists or locals who actively contribute to the growth of the tourism destination.

Questions :

- a) What are the Current Market Trends of Venice?
- b) How can increase its Competitiveness?
- c) Discuss in detail the Critical Issues and Challenges.

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.