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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: 02-01-2024

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. **SECTION-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 consist of ONE Case Study carrying TWELVE marks.

SECTION-A

1. Write briefly :

- a) What is customer profitability analysis?
- b) What are acquisition and retention costs and rates?
- c) What is call planning?
- d) Discuss the significance of Price Sensitivity.
- e) What is social media advertising?
- f) What are some metrics used to measure social media performance?
- g) What is pay-per-click advertising?
- h) What do you mean by an action plan?

SECTION-B

UNIT-I

2. What is business analytics and why is it important for organizations?
3. What is customer choice analysis and how can it help organizations understand customer preferences and behavior?

UNIT-II

4. What are some best practices for conducting a pricing analysis and how can organizations use the results to improve their pricing strategy?
5. What is compensation planning and how can it help organizations motivate and retain their sales team?

UNIT-III

6. Explain common types of social media ads and how do they differ from one another?
7. What are descriptive analytics, diagnostic analytics, predictive analytics and prescriptive analytics and how can they be used to analyze data?

UNIT-IV

8. Discuss in detail common e-marketing tools used by organizations and how do they differ from one another?
9. What is situational analysis, and how can it be used to evaluate an organization's current position in the market?

SECTION-C

10. **Title : Reviving Sales at XYZ Retail Company :**

Case Study - XYZ Retail Company, a small-scale clothing and accessories retailer, has faced persistent challenges in increasing sales and attracting new customers. In response to this issue, the management team has devised an advertising and sales promotion strategy aimed at rejuvenating the company's performance. XYZ Retail Company operates in a highly competitive market where attracting and retaining customers is vital for sustained growth. In recent years, the company has struggled to boost sales revenue and expand its customer base. The management identified several key issues, such as outdated marketing methods, inadequate online presence and uninspiring in-store

experiences, which contributed to the sales decline. Implementation of the Advertising and Sales Promotion Strategy: In an effort to revitalize the business, XYZ Retail Company implemented a multifaceted strategy that addressed various aspects of their operations: Online Presence Enhancement: Recognizing the importance of the digital landscape, the company revamped its website to provide a user-friendly and visually appealing online shopping experience. They also expanded their presence on social media platforms to connect with a broader audience. Email Marketing Campaign: The company launched a targeted email marketing campaign to reach existing and potential customers. These emails contained promotions, new product arrivals and exclusive discounts to incentivize purchases. In-Store Experience Improvement: To enhance the in-store experience, XYZ Retail Company made physical changes to its stores, such as better lighting, rearranged product displays and improved signage. They also trained their staff to provide exceptional customer service. Discounts and Loyalty Programs: The company introduced a loyalty program, offering discounts and rewards to repeat customers. They also organized seasonal sales events and offered attractive discounts to boost foot traffic.

Questions :

- a) What is social media advertising, and how can it be used to expand XYZ Retail Company's audience and strengthen brand recognition?
- b) How can XYZ Retail Company use data analysis to improve its advertising and sales promotion strategy?
- c) What are the four Ps of marketing, and how can XYZ Retail Company use them to develop an effective marketing strategy?

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.