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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 : 23-12-2024

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. **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. Explain :

- a) Scope of Statistics
- b) Applications of Sales Forecasting
- c) Definition of Price Sensitivity.
- d) Function of Compensation Planning.
- e) Explain Promotional Lift.
- f) Define Prescriptive Analytics.
- g) Merits and Demits of E-marketing.
- h) Pay-Per-Click Advertising.

SECTION-B

UNIT-I

2. What do you meant by Cannibalization Analysis? Discuss its types and also state how to prevent it.

3. Describe Market Penetration. Why is it so important and give strategies to increase It?

UNIT-II

4. Discuss the various steps in Sales and Distribution analysis.
5. What is Price-Volume Equation? What is the significance of Price-Volume Equation in Price Analysis?

UNIT-III

6. Critically examine the importance of undertaking-Social Media Analysis. Give illustration in support of your answer.
7. What do you understand by Performance of Ads. Distinguish between Advertising and Sales Promotion.

UNIT-IV

8. Explain the objectives of E-Customers. Discuss in detail about the dealing with Customer's and Online Buying Process.
9. What do you understand by Marketing Mix Decision? How to develop a successful Marketing Mix Strategy?

SECTION-C

10. Case Study:

The second-largest producer of mobile cranes in the world is Victoria-Heavy Equipments. This achievement is convincing enough to demonstrate that the business is successful. However, the organization does face a number of problems, including the following :

Inability to reach the target audience : Reaching its regional and global audiences is a significant problem. Evidence suggests that customers are purchasing comparable goods from other Washington-based businesses at a higher cost.

The rate of rising costs is higher than the rate of growth in sales: There is no doubt that sales are rising, but the worrying fact is that the marginal rate of rising costs of goods sold is higher than the marginal rate of rising sales volume.

Problems with organizational structure: There is a misalignment between the organizational structure and the objectives it should pursue. The lack of middle-level

managers and top-level linkages raises questions about the-organizational structure the company uses.

Leadership Issues: A lot of leadership problems have recently surfaced, affecting both the organization's reputation and maximum effectiveness.

Failure of the Product Line A-I 00: The reasons and agents behind the failure of the Product Line A-100 have also become a topic of discussion.

Questions:

- a) What it is that the centre offers best, what are the improvements to be made? (Strengths & Opportunities)
- b) Where and how the centre needs to position its services to product itself from outsiders? (Weaknesses and Threats)

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.