

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2022-23)
END TERM EXAMINATION (TERM -V)

Subject Name: **MARKETING ANALYTICS**

Time: **02.30 hrs**

Sub. Code: PGM33

Max Marks: **40**

Note:

All questions are compulsory. Section A carries 5 marks: 5 questions of 1 marks each, Section B carries 21 marks having 3 questions (with internal choice question in each) of 7 marks each and Section C carries 14 marks one Case Study having 2 questions of 7 marks each.

Kindly write the all the course outcomes as per your TLEP in the box given below:

- CO1-** Understand the importance of data and analytics in marketing decisions and the marketing decision-making process and the role of marketing analytics in better decisions.
CO2- Ability to apply key marketing analytics tools and techniques.
CO3- Ability to apply marketing analytics procedures to business problem solving.
CO4- Awareness of ethical issues related to marketing data collection and use of analytics.

SECTION – A

Attempt all questions. All questions are compulsory.

1×5 = 5 Marks

Questions	CO	Bloom's Level
Q. 1: (A). Define Market Mix Modeling Q. 1: (B). Differentiate between carry-over effect and Decay effect Q. 1: (C). What is market basket analysis in data mining? Q. 1: (D). What are the benefits of using market basket analysis? Q. 1: (E). What are Current Assets and how are they calculated? (Entire Sec A to be assigned one CO.)	CO-2	Understand- L-2 Apply- L-3

SECTION – B

All questions are compulsory (Each question have an internal choice. Attempt any one (either A or B) from the internal choice)

7 x 3 = 21 Marks

Questions	CO	Bloom's Level
Q. 2: (A). Differentiate between Descriptive Analytics, Predictive Analytics, and Prescriptive Analytics in the context of Marketing. Or Q. 2: (B). “Data resulting from conjoint analysis studies is more realistic and reliable than competing methods”. Justify with example (CO1)	CO-1	Remember- L-1 Understand- L-2
Q. 3: (A). “Assortment optimization drives sustainable growth, helping companies make informed decisions by understanding consumer purchasing behaviours and preferences between products” Discuss the statement in the light of optimisation of assortment and boosting top-line growth for a business of your choice.	CO3	Analyze-L-4 Evaluate- L-5

<p style="text-align: center;">Or</p> <p>Q. 3: (B). USP determines how one product differs from others in its product category. Discuss the statement in line with the carbonated soda Red Bull. (CO3)</p> <p>Q. 4: (A). “Advertising elasticity of demand (AED) measures a market's sensitivity to increases or decreases in advertising saturation”. Analyse the advertising elasticity measures for the effectiveness of advertising campaigns in generating new sales.</p> <p style="text-align: center;">Or</p> <p>Q. 4: (B). “Customer Lifetime Value allows one to evaluate the performance of your marketing channels while giving them an insight into the KPIs that drive the company’s value”. Analyse the statement with Amazon as an example. (CO3)</p>	CO3	Analyze-L-4 Evaluate-L-5
<p><u>SECTION – C</u></p> <p>Read the case and answer the questions 7×02 = 14 Marks</p>		
Questions	CO	Bloom’s Level
<p>Q. 5: Case Study:</p> <p>Airbnb is an online platform that allows people to rent short-term accommodation. This ranges from regular people with a spare bedroom, to property management firms who lease multiple rentals. However, the platform has expanded by partnering with car rental services, restaurants, entertainment and tour sites to become an all-in-one travel site. They brand themselves as an online ‘travel community’, allowing guests to have a local experience in exotic locations.</p> <p>Airbnb is based on an aggregator business model, a network model that collects data about specific good/service providers, makes the providers their partners, and sells their services under its brand. It has to provide services which have uniform quality and price. This is done by signing up a contract with the partners.</p> <p>Questions:</p> <p>Q. 5: (A). Market sizing is important for startups and early-stage entrepreneurs. Discuss the reasons that help you make strategic decisions for Airbnb.</p> <p>Q. 5: (B). Airbnb has established a very successful business by analyzing what its clients want/need and then supplying solutions that meet those needs. Justify.</p> <p>(CO4)</p>	CO4	Evaluate-L-5 Create-L-6

Kindly fill the total marks allocated to each CO’s in the table below:

Question No	COs	Marks Allocated
Q1	CO2	5 Marks

Q2	CO1	7 Marks
Q3	CO3	7 Marks
Q4	CO3	7 Marks
Q5	CO4	14 Marks

(Please ensure the conformity of the CO wise marks allocation as per your TLEP.)

Blooms Taxonomy Levels given below for your ready reference:

L1= Remembering

L2= Understanding

L3= Apply

L4= Analyze

L5= Evaluate

L6= Create