

SET	TYPE	MARKS	QUESTION	CO	PI	Bloom's Level	Accessible For	ANSWER-ONE	ANSWER-ONE-STATUS	ANSWER-TWO	ANSWER-TWO-STATUS	ANSWER-THREE	ANSWER-THREE-STATUS	ANSWER-FOUR	ANSWER-FOUR-STATUS
A	SINGLE-CORRECT	0.5	Which of the following statements best describes the concept of marketing analytics?	CO1		Apply	My Institute	Analyzing and managing marketing strategies to measure their effectiveness	Correct	Marketing products to other organizations for use in the production of goods	Incorrect	Increasing the number of visitors to a website by making sure it appears at the top of the list in a search engine	Incorrect	Examining and analyzing raw data so that conclusions can be drawn	Incorrect
A	SINGLE-CORRECT	0.5	For a new company that is starting out selling women's petite clothing in the spring, which of the following is an example of how its customers may be performing keyword searches to come across the new business?	CO2		Understand	My Institute	Women's dresses	Incorrect	Women's petite spring clothing	Correct	Women's clothing	Incorrect	Clothing	Incorrect
A	SINGLE-CORRECT	0.5	Explain customer prioritization.	CO1		Remember	My Institute	Using techniques and strategies to track customer interaction and data.	Incorrect	A company puts more focus on customers they deem as important customers.	Incorrect	The value a company places on a customer based on the future revenue that customer will generate.	Incorrect	None of the answers are correct.	Correct
A	SINGLE-CORRECT	0.5	What is customer equity?	CO4		Evaluate	My Institute	A company puts more focus on customers they deem as important customers.	Incorrect	Using techniques and strategies to track customer interaction and data.	Incorrect	The value a company places on a customer based on the future revenue that customer will generate.	Correct	None of the answers are correct.	Incorrect
A	SINGLE-CORRECT	0.5	Which type of analytics can be used to adjust to trends in customer behavior?	CO4		Create	My Institute	Predictive	Correct	Diagnostic	Incorrect	Prescriptive	Incorrect	Descriptive	Incorrect
A	SINGLE-CORRECT	0.5	Predictive analytics involves taking historical data -	CO3		Analyse	My Institute	TRUE	Correct	FALSE	Incorrect				
A	SINGLE-CORRECT	0.5	With reference to Predictive analytics, it allows organizations to predict customer behavior -	CO4		Evaluate	My Institute	TRUE	Correct	FALSE	Incorrect				
A	SINGLE-CORRECT	0.5	Customer analytics refers -	CO1		Understand	My Institute	Customer Relationship Management: churn analysis and prevention	Incorrect	Marketing: cross-sell, up-sell	Incorrect	Pricing: leakage monitoring, promotional effects tracking, competitive price responses	Incorrect	All of the mentioned above	Correct
A	SINGLE-CORRECT	0.5	___ is the cyclical process of collecting and analyzing data during a research study.	CO4		Create	My Institute	Extremis Analysis	Incorrect	Constant analysis	Incorrect	Interim Analysis	Incorrect	All of the mentioned above	Correct
A	SINGLE-CORRECT	0.5	In descriptive statistics, data from the entire population or a sample is summarized with ___.	CO2		Apply	My Institute	Numerical descriptor	Correct	Decimal descriptor	Incorrect	Integer descriptor	Incorrect	All of the mentioned above	Incorrect
A	SINGLE-CORRECT	0.5	Customer behavior analytics is about understanding how your customers act -	CO3		Analyze	My Institute	TRUE	Correct	FALSE	Incorrect				
A	SINGLE-CORRECT	0.5	Amongst which of the following is / are the challenges overcome by the data strategy to make a business in a strong position -	CO1		Remember	My Institute	Data privacy, data integrity, and data quality issues that undercut your ability to analyze data	Incorrect	Inefficient movement of data between different parts of the business	Incorrect	Lack of deep understanding of critical parts of the business	Incorrect	A. All of the mentioned above	Correct
A	SINGLE-CORRECT	0.5	Clustering belongs to ___ data analysis.	CO1		Understand	My Institute	Supervised	Incorrect	Unsupervised	Correct	Both A and B	Incorrect	None of the mentioned above	Incorrect
A	SINGLE-CORRECT	0.5	Data analytics works by analyzing large data sets with a variety of tools and methods,	CO2		Apply	My Institute	TRUE	Correct	FALSE	Incorrect				
A	SINGLE-CORRECT	0.5	Data collection refers to,	CO4		Evaluate	My Institute	Store the data	Incorrect	Collect the Data	Correct	Process the data	Incorrect	None of the above	Incorrect
A	SINGLE-CORRECT	0.5	Amongst which of the following is / are the tools used in Data Analytics,	CO3		Analyze	My Institute	SAS	Incorrect	R	Incorrect	Python	Incorrect	All of the mentioned above	Correct
A	SINGLE-CORRECT	0.5	When consumer want is targated to a product with the willingness to pay, it is called	CO2		Apply	My Institute	need	Incorrect	demand	Correct	desire	Incorrect	None of these	Incorrect

SET	TYPE	MARKS	QUESTION	CO	PI	Bloom's Level	Accessible For	ANSWER-ONE	ANSWER-ONE-STATUS	ANSWER-TWO	ANSWER-TWO-STATUS	ANSWER-THREE	ANSWER-THREE-STATUS	ANSWER-FOUR	ANSWER-FOUR-STATUS
A	SINGLE-CORRECT	0.5	We use the following methodology in Choice-based conjoint analysis	CO1		Understand	My Institute	Linear Regression	Incorrect	Time Series	Incorrect	Conditional Logistic Regression	Correct	None of These	Incorrect
A	SINGLE-CORRECT	0.5	The following is not a conjoint method	CO4		Evaluate	My Institute	rating based	Incorrect	ranking based	Incorrect	choice based	Incorrect	none of these	Correct
A	SINGLE-CORRECT	0.5	Churn is more common in the service Industry than in the product Industry	CO2		Apply	My Institute	TRUE	Correct	FALSE	Incorrect				
A	SINGLE-CORRECT	0.5	Conjoint Analysis can be performed with a smaller sample size	CO3		Apply	My Institute	TRUE	Correct	FALSE	Incorrect				
A	SINGLE-CORRECT	0.5	Conjoint Analysis can be used to do the following	CO4		Evaluate	My Institute	market share estimation	Incorrect	brand premium identification	Incorrect	willingness to pay identification	Incorrect	all of these	Correct
A	SINGLE-CORRECT	0.5	Consumer Preference is expressed using 4P and not 4C	CO1		Understand	My Institute	TRUE	Incorrect	FALSE	Correct				
A	SINGLE-CORRECT	0.5	The following is not a segmentation method in marketing analytics	CO2		Apply	My Institute	Demographic	Incorrect	Psychographic	Incorrect	Behavioral	Incorrect	None of these	Correct
A	SINGLE-CORRECT	0.5	To choose a target segment, a marketer considers	CO3		Analyze	My Institute	Segment size	Incorrect	Segment Profitability	Incorrect	Segment stability	Incorrect	All of thses	Correct
A	SINGLE-CORRECT	0.5	Profiling a segment is done by using	CO4		Create	My Institute	Behaviour	Incorrect	Psychographic	Incorrect	Demographic	Incorrect	All of thses	Correct
A	SINGLE-CORRECT	0.5	Two part tariff is a type of price discrimination strategy	CO1		Remember	My Institute	TRUE	Correct	FALSE	Incorrect				
A	SINGLE-CORRECT	0.5	The price of a product is the willingness to pay of the first customer who falls under the demand group	CO3		Apply	My Institute	TRUE	Incorrect	FALSE	Correct				
A	SINGLE-CORRECT	0.5	Block pricing is used in the case of	CO2		Understand	My Institute	Flight tickets	Incorrect	Electricity	Correct	Movie tickets	Incorrect	FMCG products	Incorrect
A	SINGLE-CORRECT	0.5	Groupon coupons can be used for	CO2		Apply	My Institute	Customer Segmentation	Incorrect	Utility maximization	Incorrect	Footfall minimization during peak hours	Incorrect	All of these	Correct
A	SINGLE-CORRECT	0.5	Marketing Analytics will try to accomplish goals	CO1		Understand	My Institute	Measure the performance of marketing campaigns	Incorrect	Find opportunities in marketing performance	Incorrect	Understand customers & competitors	Incorrect	All of above	Correct
A	SINGLE-CORRECT	0.5	_____exists when all customers have the same preferences and the market reflects no natural segments	CO2		Apply	My Institute	Clustered Preferences	Correct	Diffused Prefences	Incorrect	Homogeneous Preferences	Incorrect	None of the above	Incorrect
A	SINGLE-CORRECT	0.5	Positioning is the choice of which of the following	CO3		Evaluate	My Institute	Retailer choice and store layout	Incorrect	The target market and marketing assets	Incorrect	The target market and differential advantage	Incorrect	Price and Quality	Incorrect
A	SINGLE-CORRECT	0.5	The ad campaign of 'MRF' - ? "The power if knowledge" is an example of _____	CO4		Evaluate	My Institute	Positioning for user category	Incorrect	positioning for usage occasion	Incorrect	positioning on product features	Correct	positioning against another product	Incorrect
A	SINGLE-CORRECT	0.5	When the focus is to meet a specific customer group, it is	CO4		Evaluate	My Institute	Selective specialization	Incorrect	Product specialization	Incorrect	market specialization	Incorrect	Full market coverage	Correct
A	SINGLE-CORRECT	0.5	A consumer goods marketer produces multiple brand of shampoo that are postioned for consumers with dyed hair, dandruff, oily hair or dry hair. This strategy illustrates:	CO4		Evaluate	My Institute	Undifferentiaed marketing	Incorrect	Differentiaed marketing	Incorrect	concentrated marketing	Incorrect	Mass marketing	Correct
A	SINGLE-CORRECT	0.5	Product that surpasses all possible augmentations and transformation is called	CO3		Analyze	My Institute	Potential product	Correct	basic product	Incorrect	expected product	Incorrect	augmented product	
A	SINGLE-CORRECT	0.5	Descriptive analytics answers the question, "What happened?"	CO1		Understand	My Institute	TRUE	Correct	FALSE	Incorrect				
A	SINGLE-CORRECT	0.5	Predictive analytics uses statistics and ____ to determine future performance.	CO2		Apply	My Institute	Algorithmic techniques	Incorrect	Modeling techniques	Correct	System development and design techniques	Incorrect	None of the mentioned above	Incorrect
A	SINGLE-CORRECT	0.5	Amongst which of the following is / are the types of predictive analytics techniques,	CO1		Understand	My Institute	Predictive models	Incorrect	Descriptive models	Incorrect	Decision models	Incorrect	All of the mentioned above	Correct