PRESIDENCY UNIVERSITY
BENGALURU
SCHOOL OF COMMERCE/MANAGEMENT
TEST – 1

Winter Semester: 2021 - 22   **Date**: 26th April 2022

Course Code: BMK 110   **Time**: 11: 30 AM to 12:30 PM

Course Name: Marketing Analytics   **Max Marks**: 30

Program & Sem: BBA & VI Sem   **Weightage**: 15%

Instructions:
   (i)   Read the question carefully and answer all the questions

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Part A [Memory Recall Questions]

Answer all the Questions. Each Question carries ONE mark.   (10Qx1M=10M)

1. Which of this following is not a part Marketing Analytics   [CO1] [Knowledge]
    A. Digital Marketing   B. HR Analytics
    C. Marketing Automation   D. Online user Behavior

2. In Which stage of the Marketing analytics process we collect data   [CO1] [Knowledge]
    A. Measure   B. Define
    C. Analyse   D. Control

3. Arrange the order of Marketing analytics Process   [CO1] [Knowledge]
    1. Analyse   2. Define   3. Measure   4. Control   5. Improve
    A. 3, 2, 1, 4, 5   B. 1, 2, 3, 4, 5
    C. 2, 3, 1, 5, 4   D. 2, 3, 1, 4, 5

4. Which of the following statement is incorrect   [CO1] [Knowledge]
    A. Management decision problem focus on Symptom
    B. Management decision problem is data oriented
    C. Marketing research problem focus on causes
    D. All of the above

5. Which among this is not a paid form of Marketing analytics Platform   [CO1][Knowledge]
    A. Google Adwords   B. SEO
    C. Facebook Marketing   D. PPC

6. Suresh, a you tuber after analyzing the performance of this new youtube channel found that on an average his audience spend only 2.5 min in his videos. This type of analysis is referred as
[CO1][Comprehension]
    A. Trend analysis   B. Qualitative analysis
    C. Quantitative analysis   D. None of the above

7. Which among this is not the method of gathering qualitative data   [CO2] [Knowledge]
    A. Focus group discussion   B. In depth Interview

C. Collecting open ended opinion from customers   D. Survey

8. Rajesh was able to know the number of posts and followers of Amitabachan's twitter account using python. This referred as   [CO2] [Comprehension]
   A. Qualitative analysis   B. Web scrapping
   C. Data Mining   D. All of the above

9. Institute trying to capture the students' satisfaction in 5 point rating scale comes under the category of _____ level of measurement   [CO2] [Knowledge]
   A. Nominal   B. Ordinal
   C. Ratio   D. Interval

10. Pavan captured the experience of adventurous sports experience in baga beach of goa through the below questionnaire as   [CO2] [Comprehension]
 "How was your recent adventurous sports experience in Goa
Interesting 1 2 3 4 5 6 7 Boring"
The above type of scale come under the category of
   A. Paired comparison scale   B. Staple scale
   C. Likert scale   D. Semantic differential scale

Part B [Thought Provoking Questions]

Answer both the questions. Each Question carries FIVE marks.   (2Qx5M=12M)

11. A student with Enrollment number 2019MMBX1000 has secured 90 marks in Marketing Analytics and he ranks 2nd in the class. Identify and explain the level of measurement that is being used to capture the enrolment no, marks and rank.   [CO2] [Comprehension]

12. A researcher is interested in collecting the students satisfaction level of IIM-A, However he is having aware of only one person at IIM-A from whom he can collect response- Identify the type of sampling technique that the researcher needs to apply so that he can increase the sample size. Explain the same?   [CO2] [Comprehension]

Part C [Problem Solving Questions]

Answer the Question. Question carries 10 Marks.   (1Qx10M=10M)

13. Big Bazar has recently opened their hyper market in the IT hub of Pune-Hinjewadi. The place is thickly populated with growing tech savvy Middle Class and upper middle class people and they consider D-Mart as their close competitor who pose the biggest challenge to them. They are also strategically planning, what should be the USP (Unique Selling Proposition) of Big bazaar so that they can attract the Loyal Customers of D-Mart. In this scenario the management has decided to take external help from the market research firm who can convert this Management problem to a Research problem. Briefly discuss management decision problem, Marketing Research problem of this case.
[CO1] [Comprehension]

ROLL NO

PRESIDENCY UNIVERSITY
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TEST – 2

Winter Semester: 2021-2022   **Date**: 1st June 2022

Course Code: BMK 110   **Time**: 11: 30 am to 12:30 pm

Course Name: Marketing Analytics   **Max Marks**: 30

Program & Sem: BBA & VI Sem   **Weightage**: 15%

Instructions:
  (ii)   *Read the question carefully and answer all the questions*

_____

Part A [Memory Recall Questions]
Answer all the Questions. Each Question carries One mark.   (10Qx1M=10M)

1. One of the basic assumptions of parametric test is   [CO2] [Knowledge]

   A. The data should be nominal   B. The data should have outlier
   C. The data should be normally distributed   D. All of the above

2. Which among this is not a part of Qualitative research   [CO2] [Knowledge]

    A.Experiments   B. Observation

    C. Projective Technique   D. In depth Interview
3. Pilot testing refers to   [CO2] [Knowledge]

   A. Pretesting the measuring instrument   B. Survey

   C. Polls   D. Longitudinal studies
4. Median is a part of _____   [CO3] [Comprehension]

   A. Descriptive statistics   B. Inferential Statistics
   C. Hypothesis   D. All of the above
5. "How do you rate the adventurous sports ride in Goa? Boring 1 2 3 4 5 6 7 Interesting"
– Identify the type of scale that this question belong to ?   [CO2] [Comprehension]

   B. Paired comparison scale   B. Staple scale
   D. Likert scale   D. Semantic differential scale
6. A researcher is interested in collecting the students satisfaction level of IIM-A, However he is having aware of only one person at IIM-A from whom he can collect response- Identify the type of sampling technique that the researcher needs to apply so that he can increase the sample size.?   [CO2] [Comprehension]

A. Convenience Sampling   B. Judgement Sampling
C. Snowball Sampling   D. Stratified random Sampling

7. _____ensures that subgroups of a given population are each adequately represented within the whole sample population of a research study.

A. Convenience Sampling   B. Judgement Sampling

C. Stratified random Sampling   D. Cluster Sampling   [CO2][Comprehension]

8. Through _____ test we can identify the middle man   [CO2][Comprehension]

A. Mean   B. Median
C. Mode   D. All of the above

9. _____ type of arithmetic operation can be performed using Interval scale

   1. Addition & subtraction
   2. Mean
   3. Median
   4. Mode
   5. Multiplication & Division

   A. 1,2,3,4,5
   B. 1,2,3,4
   C. 1,2,3
   D. 2,3,4   [CO2] [Comprehension]

10. Pavan captured the experience of adventurous sports experience in baga beach of goa
through the below questionnaire as   [CO2] [Comprehension] "How
was your recent adventurous sports experience in Goa
Interesting 1   2   3   4   5   6 7   Boring"
The above type of scale come under the category of

   C. Paired comparison scale   B. Staple scale
   E. Likert scale   D. Semantic differential scale

Part B [Thought Provoking Questions]

Answer both the questions. Each Question carries 5 marks.   (2Qx5M=12M)

11. Discuss the difference between Descriptive and Relational Hypothesis? What is the
condition accepting null hypothesis?   [CO3][Comprehension]

12. Identify and discuss type of correlation that exist between Customer Enquiries and
advertising per week   [CO3][Apply]

Part C [Problem Solving Questions]

Answer the Question. A Question carries Ten Marks.   (1Qx10M=10M)

13. Suresh would like to trade with the capital of 1 lacs and chose to follow the approach of either BTST(Buy today and sell tomorrow) or STBT (Sell today and buy tomorrow), he scraped the last 3 months data from Nify 50 site and he analysed using SPSS. He got the below output when he ran regression test using SPSS.   [CO3] [Apply]

    A. Write the regression equation and interpret the output.
    B. Suggest to surest whether he can buy/sell the stock at the end of the day and
       sell/buy it the very next day as soon the market open.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1827.966	938.010		1.949	.064
	Previous Day Closing Price	.896	.054	.962	16.495	.000

a. Dependent Variable: Next Day Opening Price

PRESIDENCY UNIVERSITY
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SCHOOL OF MANAGEMENT

END TERM EXAMINATION

Winter Semester: 2021 - 22

Course Code: BMK 110

Course Name: Marketing Analytics

~~**Program & Sem:** BBA – VI Sem~~

Date: 29th June 2022

Time: 01:00 PM to 04:00 PM

Max Marks: 100

Weightage: 50%

Instructions:
(iii) Read the all questions carefully and answer accordingly.

Part A [Memory Recall Questions]

Answer all the Questions. Each question carries Three marks.
(10Qx3M= 30M)

1. Which of this following is not a part Marketing Analytics   [CO1]
[Knowledge]
   B. Digital Marketing   B. HR Analytics
   D. Marketing Automation   D. Online user Behavior

2. In Which stage of the Marketing analytics process we optimize the process efficiency
                                                                                              [CO1]
[Knowledge]
   B. Measure   B. Define
   D. Analyse   D. Improve

3. Arrange the order of Marketing analytics Process   [CO1]
[Knowledge]
   2. Analyse   2. Define   3. Measure   4. Control   5. Improve
   B. 3, 2, 1, 4, 5   B. 1, 2, 3, 4, 5
   D. 2, 3, 1, 5, 4   D. 2, 3, 1, 4, 5

4.The size of the correlation coefficient of -0.9 indicate   [CO1]
[Knowledge]
   A. Positive correlation   B. Negative correlation
   C. No correlation   D. Zero correlation

5. Which among this is a paid form of Marketing analytics Platform   [CO1]
[Knowledge]

   A. Google Adwords
   B. Local SEO

C. Organic SEO

D. All of the above

6. Suresh, a you tuber after analyzing the performance of this new youtube channel found that on an average his audience spend only 2.5 min in his videos. This type of analysis is referred as

[CO1]

[Comprehension]

B. Trend analysis   B. Qualitative analysis

D. Quantitative analysis   D. None of the above

7. Which among this is not the method of gathering qualitative data   [CO2] [Knowledge]

B. Focus group discussion   B. In depth Interview

D. Collecting open ended opinion from customers   D. Survey

8. Rakesh was able to know the number of posts and followers of Amitabachan's twitter account using R Programming. This referred as   [CO2] [Comprehension]

B. Qualitative analysis   B. Web scrapping

D. Data Mining   D. All of the above

9. Institute trying to capture the students' satisfaction in 5 point rating scale comes under the category of _____ level of measurement   [CO2] [Knowledge]

B. Nominal   B. Ordinal

D. Ratio   D. Interval

10. The faculty captured questionnaire as   [CO2] [Comprehension]

"How was the guest lecture at the Auditorum"

Interesting 1 2 3 4 5 6 7 Boring"

The above type of scale come under the category of

D. Paired comparison scale   B. Staple scale

F. Likert scale   D. Semantic differential scale

Part B [Thought Provoking Questions]

Answer all the Questions. Each question carries Eight marks.
(5Qx8M=40M)

11. Discuss the difference between Null and Alternate Hypothesis? What is the condition accepting null hypothesis?
[CO3] [Comprehension]

12. A student with Enrollment number 2019MMBX1000 has secured 90 marks in Marketing Analytics and he ranks 2nd in the class. Identify and explain the level of measurement that is being used to capture the enrolment no, marks and rank.   [CO2] [Comprehension]

13. A researcher is interested in collecting the students satisfaction level of IIM-A, However he is having aware of only one person at IIM-A from whom he can collect response- Identify the type of sampling technique that the researcher needs to apply so that he can increase the sample size. Explain the same? [CO2] [Comprehension]

14. Identify and discuss type of correlation that exist between Customer Enquiries and advertising per week [CO3] [Apply]
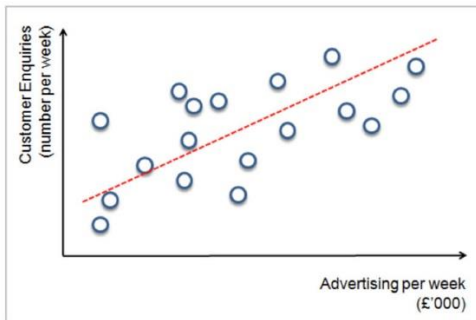
15. "Marketing Analytics research report is a vital part of assimilating information about target market and prospective customers and they are prepared with utmost caution"- Elucidate the essential parts of a research report. [CO4] [Understand]

Part C [Problem Solving Questions]

Answer both the Questions. Each question carries Fifteen marks.
(2Qx15M=30M)

16. Dr. Naresh Sethi had been with the organization for a fortnight now and was due to meet Sundar Sachdev. He opened the door and walked in. Sundar gestured him to sit and asked, 'So Dr. Sethi, what do you feel is the issue here?' Naresh Sethi had been recently hired as the company counsellor at Regalia Global Ltd., as Sundar Sachdev, the CEO, felt that he was now working with a team of non-performers. He had hand-picked the Band II managers from the most prestigious and growing companies. Each one came with a proven track record of strategic turnarounds they had managed in their respective roles. So why this non-performance at Regalia Global? All of them were offered competitive salaries with perks, autonomy in decision-making, and yet nothing was improving. Regalia Global had recently involved in two major mergers and the responsibilities had increased. When Naresh went to meet Avinash Chauhan, the bright star who had joined six months ago, he was reported absent and seemed to be suffering from hypertension and angina pain. His colleague in the next cabin was not aware that Avinash had not come for the past three days. As he was

talking to Sundar's secretary, he could hear Anjali Sharma, the HR head, yelling at the top of her voice at a new employee, who after six weeks of joining had come to ask her about her job role. The Band III executives had been with the company for a tenure of 5–15 years and yet had not been able to make it to the Band II position (except two female employees). They were laidback, extremely critical and yet surprisingly were not moving. Sundar also seemed a peculiar guy, he had hired Naresh as the counsellor and was also making some structural changes as suggested by a Vastu expert, to nullify the effect of 'evil spirits'. He had a history of hiring the best brains, and then trying to fit them into some role in the organization. And in case someone did not fit in, firing him/her without any remorse. He had changed his nature of business thrice and on the personal front, he was on the verge of his second divorce. The company had a great infrastructure, attractive compensation packages and yet the place reeked of apathy. It was like a stagnant pool of the best talent. Was it possible to undertake-operation clean up?

a. What is the management decision problem that Naresh is likely to narrate to Sundar Sachdev?

(5M)   [CO2]

[Understand]

b. Develop the management decision problem into a research problem.   (5M)   [CO2] [Understand]

c. Formulate appropriate hypothesis for the study.   (5M)   [CO2] [Understand]

17. A study involves regression analysis to determine whether affective commitment of employees influences turnover intention. The output of the study is given below:

Model	Unstandardized Coefficients		T	Sig.
	B	Std. Error		
Constant	4.728	0.317	14.920	0.000

Affective Commitment	-0.425	0.108	-3.929	0.000

Dependent Variable: Turnover Intention

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.430[a]	0.185	0.173	0.77805

Based on the tables above, answer the following:

a. Develop the estimated linear regression equation. (5M) [CO3] [Apply]

b. How much variation in turnover intention can be explained by affective commitment? (5M) [CO3] [Apply]

c. Explain why the researcher has chosen regression to analyze the relation between affective commitment and turnover intention. (5M) [CO3] [Apply]