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**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF COMMERCE/MANAGEMENT**  
**MAKE UP EXAMINATION – JAN 2023**

**Course Code:** MGI 241

**Course Name:** Marketing Analytics

**Program:** BBA

**Date:** 20-JAN-2023

**Time:** 9.30AM – 12.30PM

**Max Marks:** 100

**Weightage:** 30%

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**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 2 marks.**

**(10Qx2M=20M)**

- 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
- In Which stage of the Marketing analytics process we collect data [CO1] [Knowledge]  
A. Measure                                    B. Define  
C. Analyse                                      D. Control
- 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
- 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
- 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 Alia Bhatt'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 all the questions. Each Question carries 10 marks. (4Qx10M=40M)**

11. A student with Enrollment number 2019MMBX1000 has secured 90 marks in Marketing Analytics and he ranks 2<sup>nd</sup> 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]

13. One of today's most popular streaming platforms, Netflix, is a brilliant example of how marketing analytics can help keep content engaging. Effectively, the company is collecting data and using data analytics to uncover and analyze customer behavior patterns. The platform can then recommend personalized, engaging content based on the subscribers' preferences and watching habits. Discuss the benefits that Netflix would get by employing Marketing analytics. [CO1] [Comprehension]

14. Mr. Ramesh is the product manager for H.U.L in charge of detergents. Management has asked him to assess the demand potential for introducing a new brand of detergent. Identify the sources of data that Mr. Ramesh can consult for his assessment.

[CO2][Comprehension]

15. Distinguish between comparative and non-comparative scaling techniques

[CO2] [Comprehension]

### **Part C [Problem Solving Questions]**

**Answer the Question. Each Question carries 20 Marks. (2Q X 20M =40M)**

15. 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]

16. Explain the importance of visualization, segmentation, and class prediction tools used in marketing analytics to generate data driven marketing decision.

[CO2] [Comprehension]