

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET B

**SCHOOL OF MANAGEMENT
END TERM EXAMINATION - JAN 2024**

Semester : Semester III - 2022
Course Code : BBA3029
Course Name : Marketing Analytics
Program : BBA

Date : 08-JAN-2024
Time : 1:00 PM - 4:00 PM
Max Marks : 100
Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS

5 X 2M = 10M

1. Define Exploratory Data Analysis and its usage in Data Analysis.
(CO1) [Knowledge]
2. How can cohort analysis be used in product analytics to understand user behavior over time?
(CO2) [Knowledge]
3. Describe the practice of Discount pricing with an example.
(CO3) [Knowledge]
4. Identify 5 techniques of the marketing mix model.
(CO4) [Knowledge]
5. Describe the concept of Net Promoter Score with an example.
(CO5) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

5 X 10M = 50M

6. Explain the various types of data commonly analyzed in marketing analytics?
(CO1) [Comprehension]
7. What are the key analysis serve within the domain of product analytics?
(CO2) [Comprehension]
8. Explain pricing analytics with skimming pricing.
(CO3) [Comprehension]

9. Explain the Incremental variables and base variables in the marketing mix model.
(CO4) [Comprehension]
10. Describe the CRM parameters mentioned below in detail
- Churn Rate
 - Rate of renewal
 - Retention cost
 - Customer Acquisition Cost
 - Close Rate

(CO5) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

2 X 20M = 40M

11. Employ types of pricing and explain bundled pricing in detail with reference to FMCG products
(CO3,CO1) [Application]
12. Employ the factors of Marketing Mix Model and its Application in Business Decision-Making with reference to a service-based company
(CO5,CO4) [Application]