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**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MANAGEMENT
MID TERM EXAMINATION - NOV 2023**

Semester : Semester III - 2022

Course Code : BBA3029

Course Name : Sem III - BBA3029 - Marketing Analytics

Program : BBA

Date : 3-NOV 2023

Time : 9:30AM - 11:00AM

Max Marks : 50

Weightage : 25%

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 2 = 10M)

1. Explain any two industrial applications using predictive analysis. (CO1) [Knowledge]
2. What is customer segmentation, and why is it an essential strategy in modern marketing? (CO1) [Knowledge]
3. What is product positioning, and why is it important in marketing? (CO2) [Knowledge]
4. Define the primary goal of cluster analysis in marketing analytics. (CO1) [Knowledge]
5. How can cohort analysis be used in product analytics to understand user behavior over time? (CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(2 X 10 = 20M)

6. Briefly explain the four types of Data Analysis with examples. (CO2) [Comprehension]
7. Explain the various types of data commonly analyzed in marketing analytics? (CO1) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

8.

User ID	User Group	Number of Users
1-25	Innovators	
26-225	Early Adopters	
226-625	Early Majority	
626-900	Late Majority	
901-1000	Laggards	

From the above Data Perform an analysis (in percentage) on :

1. Total Percentage of Innovators
2. Early Adopters Percentage
3. Early Majority Percentage
4. Late Majority Percentage
5. Laggards Percentage

Write interpretation from the analysis.

(CO2) [Application]