PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF MANAGEMENT
MAKE-UP EXAMINATION - SEP 2023

Course Code : BAS105
Course Name : Sem V - BAS105 - Marketing Analytics
Program : BBA - BA

Date : 04-OCT-2023
Time : 9.30AM - 12.30PM
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.

PART A

ANSWER ALL THE FOLLOWING QUESTIONS   **10 X 2 = 20M**

1. Enumerate the circumstances you believe that the top down market sizing approach would be more accurate.

    (CO1) [Knowledge]

2. Decision making process depends on descriptive analysis. Comment.

    (CO1) [Knowledge]

3. Explain why Cost per Click is a more useful metric for marketers than Cost per Impression.

    (CO1) [Knowledge]

4. Suggest three characteristics which you think are essential for a useful marketing metric.

    (CO2) [Knowledge]

5. Illustrate the use of KPI (Key Performance Indicator) related to digital products.

    (CO2) [Knowledge]

6. Make an analytical comparison between tangible and digital products with examples.

    (CO2) [Comprehension]

7. Discuss the importance of online pricing models.

    (CO3) [Comprehension]

8. Describe the decision process while launching a new product.

    (CO3) [Comprehension]

9. Describe the application of cluster analysis.

    (CO4) [Comprehension]

10. Differentiate customer satisfaction & customer value.

    (CO4) [Comprehension]

PART B

ANSWER ALL THE FOLLOWING QUESTIONS   **4 X 10 = 40M**

11. Describe five modes of data analytics with real time examples.

(CO1) [Comprehension]

12. Critically examine the importance of undertaking social media analysis. Give illustration in support of your answer.

(CO2) [Comprehension]

13. Discuss conjoint analysis. Explain its use in marketing analytics with the help of an example.

(CO3) [Comprehension]

14. Ecommerce applications can provide near real time data on online sales. What impact can such immediate data make?

(CO4) [Comprehension]

PART C

ANSWER ALL THE FOLLOWING QUESTIONS   **2 X 20 = 40M**

15. Develop a decision tree model to enhance an existing product and explain in what ways decision trees can be used for business.

(CO3) [Comprehension]

16. Identify the factors that should be kept in mind while determining analytics in customer journey mapping.

(CO4) [Application]

* * * * *