PRESIDENCY UNIVERSITY
BENGALURU   **SET A**

SCHOOL OF MANAGEMENT
END TERM EXAMINATION - JAN 2024

Semester : Semester III - 2022   **Date :** 08-JAN-2024
Course Code : BBA3029   **Time :** 1:00 PM - 4:00 PM
Course Name : Marketing Analytics   **Max Marks :** 100
Program : BBA   **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. Explain the concept of Customer Analytics and briefly explain about its significance in informing decision-making processes.

(CO1) [Knowledge]

2. What is product positioning, and why is it important in marketing?

(CO2) [Knowledge]

3. Explain 3 applications of product analytics

(CO3) [Knowledge]

4. List any 3 factors of the marketing mix model

(CO4) [Knowledge]

5. Define Customer Life Time Value.

(CO5) [Knowledge]

ANSWER ALL THE QUESTIONS   **5 X 10M = 50M**

6.

Customer ID	Name	Age	Gender	Location	Purchase History	Customer Segment
1	Karthikeya	35	Male	Mumbai	1,200	High-Value
2	Srinivas	28	Female	Bengalore	800	Medium-Value
3	Ramesh	42	Male	Hyderabad	500	Medium-Value
4	John	31	Female	Kochi	1,500	High-Value
5	James	22	Male	Chennai	300	Low-Value

Write the applicable formulas (Using Column Headings) for the below analysis
1. Conduct Segmentation Analysis
    a. Count each segment of customers
2. Perform Demographic Analysis:
    a. Average Age of Customers
    b. Count of Male and Female

(CO1) [Comprehension]

7. Briefly explain the four types of Data Analysis with examples.

(CO2) [Comprehension]

8. Explain the types of price promotion and steps involved in price elasticity modelling.

(CO3) [Comprehension]

9. Classify the techniques of Marketing Mix Model with example.

(CO4) [Comprehension]

10. Explain the importance of Customer Relatonship Management.

(CO5) [Comprehension]

PART C

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

11. Classify the types of data analysis and nature of data used for marketing analysis.

(CO3,CO1) [Application]

12. Illustrate the CRM metrics and its applicability based on the nature of business

(CO5,CO4) [Application]