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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Make-Up Examinations, July 2024**

**Semester**: III

**Course Code**: BBA3029

**Course Name**: MARKETING ANALYTICS

**Program:** BBA

**Date**: 02/ July / 2024

**Time**: 9:30 AM-12:30 PM

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non-programable Calculators are Permitted.*
4. *Do not write any information on the question paper other than the roll number.*

**Part A**

**Answer any FIVE Questions. (5 Q x 2 M = 10 M)**

1. List the attributes of a product. CO2 [Knowledge]

2. List the base and the incremental variables in the market mix modeling CO4 [Knowledge]

3. Identify the two types of Bundling. CO2 [Knowledge]

4. Define a cluster. CO1 [Knowledge]

5. Describe Bundling Pricing Strategy. CO3 [Knowledge]

6. Define customer persona. CO5 [Knowledge]

7. List any two benefits of Marketing Analytics for any business. CO1 [Knowledge]

**Part B**

**Answer any FIVE Questions. (5 Q x 10 M = 50 M)**

8. Explain the various advantages of conducting Customer Analytics.

CO1 [Comprehension]

9. Summarize the various pricing promotions and give appropriate examples.

CO3 [Comprehension]

10. Explain the concept of Customer Lifetime Value and its importance in marketing analytics. CO5 [Comprehension]

11. Explain briefly the various product positioning techniques. CO2 [Comprehension]

12. Describe the Bass Diffusion Model and its Role in Predicting the Adoption of New Products

CO2 [Comprehension]

13. Describe the Significance of Base Variables in Market Mix Modeling (C.O.4 ) [Comprehension]

14. A beverage company experiences higher sales during the summer months. How would you analyze the effect of seasonality on sales using marketing mix modeling? How might you account for other factors that could influence sales during this period? (C.O.No.4) [Bloom’s level]

**Part C**

**Answer any TWO Questions. (2 Q x 20 M = 40 M)**

15. Company X is a popular coffee chain that operates in multiple countries. The company is looking to increase its profitability by optimizing its pricing strategy. They have hired you as a pricing analyst to help them achieve this goal.

Here are some key pieces of information about Company X:

* Company X sells various types of coffee beverages, including drip coffee, espresso, latte, cappuccino, etc.
* Company X has a presence in multiple countries and operates in different cities within those countries.
* Company X has different types of stores, such as standalone stores, kiosks, and stores within malls.
* Company X faces competition from other coffee chains and independent coffee shops.

Considering yourself as a pricing analyst, analyze the current pricing strategy of Company X and suggest improvements that can help increase profitability.

(C.O.No.3) [Application]

16. 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 behaviour 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. (C.O.No.1) [Application]

17. With the growing importance of customer insights in organizations, the role of analytics to extract insight and embed it back into organizational processes is at the forefront of business transformation. In light of the above statement, review the role of analytics in driving value through the customer life cycle. (C.O.No.5) [Application]