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**PRESIDENCY UNIVERSITY
BENGALURU**

SET B

**SCHOOL OF MANAGEMENT
END TERM EXAMINATION – MAY/JUNE 2024**

Semester : Semester VI - 2021
Course Code : BBB3029
Course Name : Marketing Analytics
Program : BBA

Date : June 3, 2024
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.
- (iv) Do not write any information on the question paper other than Roll Number.

PART - A

ANSWER ANY 5 QUESTIONS

5 X 2 = 10M

1. List out the key components and techniques involved in competitive pricing analysis.
(CO2) [Knowledge]
2. Identify the benefits of dynamic pricing effectively in e-commerce.
(CO2) [Knowledge]
3. Describe the significance of Market Mix Modeling for businesses.
(CO3) [Knowledge]
4. Define Churn analysis.
(CO3) [Knowledge]
5. Name the factors that contribute to a high Net Promoter Score (NPS).
(CO4) [Knowledge]
6. Recognize the impact of customer churn on monthly subscription revenue and acquisition cost per customer.
(CO4) [Knowledge]
7. Identify the primary benefit of using Market Mix Modeling in marketing decision-making.
(CO3) [Knowledge]

PART - B

ANSWER ANY 5 QUESTIONS

5 X 10 = 50M

8. Explain how regression analysis is applied in Market Mix Modeling, using a basic example to illustrate its purpose.
(CO3) [Comprehension]

9. Estimate the potential impact of promotional pricing strategies on sales revenue using pricing analytics.
(CO2) [Comprehension]
10. Imagine you're a marketing manager for a consumer goods company planning a new advertising campaign. Describe how you would use Market Mix Modeling (MMM) to assess the potential impact of different advertising strategies on sales
(CO3) [Comprehension]
11. Describe the process of price optimization and its importance in maximizing profitability for businesses.
(CO2) [Comprehension]
12. Distinguish the steps of MMM.
(CO3) [Comprehension]
13. Describe the role of CRM software in streamlining customer interactions across various touchpoints with suitable examples.
(CO4) [Comprehension]
14. Describe the concept of Customer Lifetime Value (CLV) and its significance in understanding the long-term profitability of customers with respect to traditional revenue metrics.
(CO4) [Comprehension]

PART - C

ANSWER ANY 2 QUESTIONS

2 X 20 = 40M

15. In a customer satisfaction survey conducted by a company, out of 100 respondents, 40 customers rated their likelihood of recommending the company as 9 or 10 (promoters), 30 customers rated their likelihood as 7 or 8 (passives), and 30 customers rated their likelihood as 0 to 6 (detractors).
 - a) Calculate the Net Promoter Score (NPS) for this company based on the survey results.
 - Determine the percentage of promoters, passives, and detractors.
 - Calculate the NPS using the formula: $NPS = \% \text{ Promoters} - \% \text{ Detractors}$
 - b) If the company aims to improve its NPS, what strategies could it implement to increase the number of promoters and decrease the number of detractors? Provide at least two strategies for each category.
(CO3,CO4,CO2) [Application]
16. Company A has acquired a new customer who makes an initial purchase worth ₹500. The average purchase frequency per year is 2, with an average customer lifespan of 5 years. The company's gross margin is 40%. Calculate the customer lifetime value (CLV) for this new customer.
(CO2,CO4,CO3) [Application]
17. Company B has calculated the CLV for its customer base and found it to be ₹3000 on average. If the company spends ₹500 on average to acquire a new customer and the average annual revenue per customer is ₹1000, calculate the customer acquisition cost (CAC) and the CLV:CAC ratio for Company B.
(CO2,CO4,CO3) [Application]