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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Summer Term End Term Examinations, August 2024**

**Winter Semester**: 2023 - 24

**Course Code**: BMK110

**Course Name**: Marketing Analytics

**Program & Sem**: BBA & V

**Date**: 12th / August / 2024

**Time**: 9:30 AM TO 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 roll number.*

**Part A**

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

1. Define Regression Analysis (C.O.No.3) [Remember]

2. Describe Conjoint Analysis (C.O.No.3) [Remember]

3. State the concept of Price Elasticity Modelling (C.O.No.3) [Remember]

4. Define Price sensitivity Analysis (C.O.No.4) [Remember]

5. State the concept of Competitive Pricing (C.O.No.4) [Remember]

6. Define Demand Forecasting (C.O.No.5) [Remember]

7. Describe the concept of Volume Promotion (C.O.No.5) [Remember]

**Part B**

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

8. Describe the merits and demerits of discount pricing (C.O.No.1) [Understand]

9. Recognize the KPI in Marketing Analytics (C.O.No.1) [Understand]

10. Review the incremental variables in Marketing mix model (C.O.No.2) [Understand]

11. Explain the steps of Marketing Mix modeling (C.O.No.3) [Understand]

12. Summarize the steps of Marketing Mix Model (C.O.No.3) [Understand]

13. Review the techniques of Marketing Mix model (C.O.No.4) [Understand]

14. Explain the Concept of Churn Analysis (C.O.No.5) [Understand]

**Part C**

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

15. Illustrate the benefits of pricing analytics (C.O.No.4) [Apply]

16. Classify pricing Analytics techniques (C.O.No.4) [Apply]

17. Illustrate evaluation metrics used in Regression Analysis (C.O.No.5) [Apply]