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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

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

**Winter Semester**: 2023 - 24

**Course Code**: BBA3029 /BMK110

**Course Name**: Marketing Analytics

**Program & Sem**: BBB & III

**Date**: 12-08-2024

**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 the concept of Churn (C.O.No.1) [Remember]

2. Describe the practice of Seasonal Promotion (C.O.No.2) [Remember]

3. List three benefits of providing discount (C.O.No.2) [Remember]

4. Define Marketing Mix Modelling (C.O.No.3) [Remember]

5. Define Key Performance Indicator (C.O.No.3) [Remember]

6. Describe the concept of Customer Lifetime Value (C.O.No.4) [Remember]

7. List five factors of Marketing Mix (C.O.No.5) [Remember]

**Part B**

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

8. Summarize the factors of Marketing Mix (C.O.No.2) [[Understand]

9. Explain the techniques of Marketing Mix model (C.O.No.2) [Understand]

10. Describe the steps of Marketing Mix (C.O.No.2) [Understand]

11. Explain the pros and cons of discount pricing (C.O.No.3) [Understand]

12. Explain the incremental variables in Marketing Mix model (C.O.No.3) [Understand]

13. Classify the Key Performance indicator in Marketing Analytics (C.O.No.4) [Understand]

14. Summarize the metrics of Churn Analysis (C.O.No.5) [Understand]

**Part C**

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

15. Illustrate types of Price Promotion (C.O.No.4) [Apply]

16. Classify pricing Analytics with Price Skimming (C.O.No.5) [Apply]

17. Illustrate the types of pricing techniques that can be adopted by a company. (C.O.No.5) [Apply]