

### Model Question Paper

### Fourth Semester MBA Degree Examination

### Marketing Analytics

**Time: 3 Hours**

**Max. Marks: 100**

**Note: 1. Answer any FOUR full questions from Q1 to Q7.**

**2. Question No. 8 is compulsory.**

**3. M: Marks, L: RBT (Revised Bloom's Taxonomy) level, C: Course outcomes.**

			M	L	C
Q1	a.	A new beverage brand launches a creative video campaign on social media that quickly spreads across platforms, gaining millions of views and shares organically. Explain how Viral Marketing can be beneficial for them.	03	L2	CO1
	b.	A beverage company tests a new flavored drink by launching it in a small city to gather customer feedback and sales data before a nationwide rollout. Identify and explain the concept used here with advantages and disadvantages.	07	L3	CO2
	c.	A popular fashion retailer prepares for the upcoming festive season by using demand forecasting to predict which products will be in high demand. Accurate forecasts enable them to reduce unsold inventory, improve customer satisfaction, and plan timely promotions. Identify the different types of demand forecasting and the specific advantages each type offers to businesses.	10	L3	CO2
Q2	a.	Summarize Conjoint Analysis with example.	03	L2	CO2
	b.	A leading smartphone manufacturer launches its new model. Explain how can Price Skimming be applied in this case?	07	L2	CO2
	c.	A mobile carrier offers a simple linear pricing plan charging a fixed rate per GB of data versus a non-linear pricing plan with tiered discounts for higher data usage. Examine the differences, advantages, and business impacts of these pricing approaches.	10	L3	CO2
Q3	a.	Explain how CPC (Cost Per Click) affects the budgeting and bidding strategy in online advertising campaigns.	03	L2	CO1
	b.	Explain the concept of markdown pricing in retail. Discuss key reasons why retailers use markdown pricing strategies.	07	L2	CO2
	c.	A smartphone company launches a national TV campaign using celebrity endorsements. The firm wants to evaluate which advertising model best predicts its campaign's effectiveness. Identify the models that can be applied for this firm.	10	L3	CO1
Q4	a.	Discuss price bundling and explain how it differs from individual product pricing.	03	L2	CO2
	b.	Explain RFM analysis and its importance on segment customer purchase behavior	07	L2	CO3
	c.	A beverage company plans a new advertising campaign and needs to choose the most effective media channels—TV, social media, or radio—based on target audience reach, cost, and timing. The marketing team aims to apply a media selection model to optimize the campaign's impact. Explain them different media selection models.	10	L3	CO1

Q5	a.	Outline recommender system and explain its importance in modern marketing and e-commerce.	03	L2	CO3
	b.	Explain the primary purpose of Google AdWords, and how does it benefit advertisers.	07	L2	CO1
	c.	Discuss how sentiment analysis can help an e-commerce company that collects thousands of customer reviews and social media comments daily.	10	L3	CO1
Q6	a.	Explain with example the external factors that companies can analyze through text mining to inform product innovation decisions.	03	L2	CO3
	b.	Explain how can a company use insights from churn analysis and CLV to improve marketing and customer retention strategies?	07	L2	CO3
	c.	A consumer research firm collects survey responses with multiple questions related to customer preferences, attitudes, and behaviors. Explain the purpose of Exploratory Factor Analysis and how it helps in identifying latent factors from observed variables.	10	L3	CO3
Q7	a.	Discuss how sentiment analysis on Twitter reviews helps businesses understand customer opinions and improve product offerings	03	L2	CO3
	b.	Explain how text mining can be applied in product innovation management to identify innovation opportunities from unstructured textual data.	07	L2	CO3
	c.	The marketing team of a retail company aims to leverage collected data insights to boost word-of-mouth marketing and design targeted promotions. Utilize the concept of Social Network Analysis and its relevance in marketing strategies to make them understand.	10	L3	CO1
Q8	<b><u>CASE STUDY (Compulsory)</u></b>				
	A retail chain collects vast amounts of customer transaction and demographic data across its stores. The company wants to improve customer value by segmenting customers using RFM analysis, optimizing pricing through markdown pricing strategies, and evaluating the effectiveness of its media channels for promotion. Additionally, the marketing team is interested in using text mining on customer reviews to understand satisfaction and sentiment—and applying exploratory analysis techniques like factor and cluster analysis to tailor product offerings and campaigns.				
	Questions:				
	a.	Explain how RFM analysis and media selection models can work together to enhance customer segmentation, pricing strategy, and promotional effectiveness for the retail chain.	10	L3	CO3
	b.	Identify the key steps and benefits of applying cluster analysis to customer reviews and transaction data in this scenario. How can these insights support product innovation and improve marketing decisions?	10	L3	CO2

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