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**SHAMBHUNATH INSTITUTE OF ENGINEERING AND TECHNOLOGY**  
**SHAMBHUNATH INSTITUTE OF MANAGEMENT**

Subject Code: **KMBMK05**                      Subject: **Marketing Analytics**

MBA    SEMESTER: 4<sup>th</sup>

**FIRST SESSIONAL EXAMINATION, EVEN SEMESTER (2019-2020)**  
**BRANCH: MBA**

TIME-1hr 30 min    Maximum Marks-30

**SECTION –A**

**1. Attempt all questions in brief. (1\*5=5)**

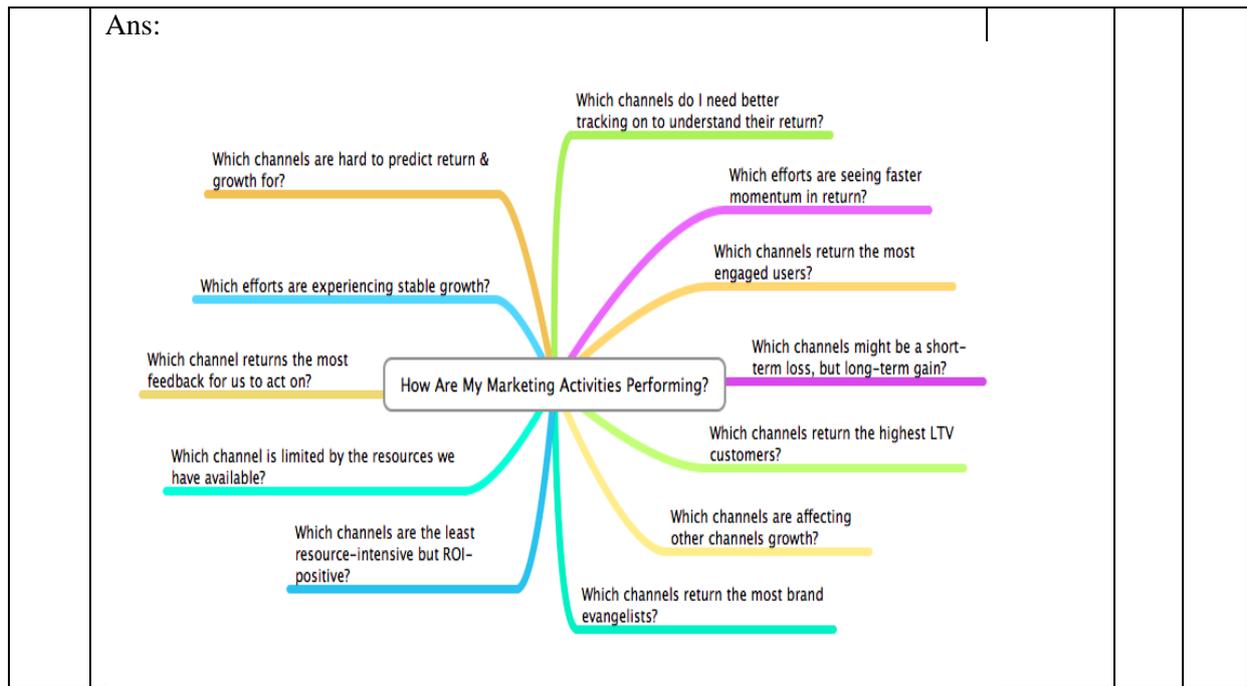
Q.N.	QUESTIONS	MARKS	CO	BL
<b>a</b>	Define secondary data. Ans: Secondary data refers to data which is gathered by a secondary party, other than the user himself. Common sources of secondary data for social science include statements, data collected by government agencies, organizational documents and data that was basically collected for other research objectives.	<b>1</b>	<b>1</b>	<b>1</b>
<b>b.</b>	What do you mean by price skimming? Ans: Price skimming is a pricing strategy in which a marketer sets a relatively high initial price for a product or service at first, then lowers the price over time.	<b>1</b>	<b>1</b>	<b>1</b>
<b>c.</b>	Define analytics. Ans: Analytics is the discovery, interpretation, and communication of meaningful patterns in data. It also entails applying data patterns towards effective decision making. In other words, analytics can be understood as the connection between data and effective decision making within an organization.	<b>1</b>	<b>1</b>	<b>1</b>
<b>d.</b>	Advantages of marketing analytics. Ans: Advantage: Gain a full view of customers across channels. Become more proactive and effective. Personalize your marketing and customer engagements. Sharpen social media strategies. Engage your customers in real-time. Visualize success across the enterprise. Treat data as a strategic asset.	<b>1</b>	<b>1</b>	<b>1</b>
<b>e.</b>	List out the sources of Primary data.\nAns: A primary source provides direct or firsthand evidence about an event, object, person, or work of art. Primary sources include historical and legal documents, eyewitness accounts, results of experiments, statistical data, pieces of creative writing, audio and video recordings, speeches, and art objects.	<b>1</b>	<b>1</b>	<b>2</b>

**SECTION -B**

**2. Attempt any TWO of the following: (2\*5=10)**

Q.N	QUESTIONS	MARKS	C	B
.		<b>S</b>	<b>O</b>	<b>L</b>

<p><b>a</b></p>	<p>Mention the scope of marketing analytics. Ans:</p> <hr/> <p style="text-align: center;"><b>Scope of Marketing Analytics</b></p> <ul style="list-style-type: none"> <li>▪ Analytics will play an important role in data security. Analytics are already transforming intrusion detection, differential privacy, digital watermarking and malware counter measures.</li> <li>▪ The Internet of Things (IOT) will continue to grow rapidly in 2018. Analytics tools and techniques for dealing with the massive amounts of structured and unstructured data generated by IOT will continue to gain importance.</li> <li>▪ Companies will voice their need of routinely monetizing their own data for financial gain.</li> <li>▪ Growth of Cognitive Analytics.</li> </ul>	<p><b>5</b></p>	<p><b>1</b></p>	<p><b>2</b></p>
<p><b>b.</b></p>	<p>Discuss the need of marketing analytics. Ans:</p> <p style="text-align: center;"><b>Ways Marketing Analytics Helps Your Business</b></p> <ul style="list-style-type: none"> <li>• Understand your target audience in greater detail</li> <li>• Identify where your competitors are investing their efforts</li> <li>• Measure how well your marketing campaigns are performing</li> <li>• Monitor current trends and predict future trends</li> <li>• Use data to decide the future course of action</li> </ul>	<p><b>5</b></p>	<p><b>2</b></p>	<p><b>2</b></p>
<p><b>c.</b></p>	<p>How market data is helpful in decision making. Ans:</p> <p>When companies make data-driven decisions, they enhance customer experiences, improve productivity, identify new revenue streams, and maintain a competitive advantage.</p> <p>To begin making data-driven decisions, business leaders must first lay the foundation to transform the company into a data-driven organization. This process starts with identifying your data sources, democratizing the data, leveraging Business Intelligence (BI) tools, and nurturing a culture of experimentation.</p> <p>The fourth industrial revolution will be data-driven, incentivizing companies to build a robust foundation to support big data and analytics. Data-driven businesses need to efficiently collect, manage, and analyze data so they can make better business decisions and maintain a competitive advantage.</p> <p>A recent study suggests that we're already on our way(link is external) to achieving this: 48% of Fortune 1000 executives stated that their firms were producing measurable results from their big data investments, and nearly 81% characterized their big data investments as "successful."</p>	<p><b>5</b></p>	<p><b>3</b></p>	<p><b>4</b></p>
<p><b>d.</b></p>	<p>Why marketing analytics is gaining importance?</p>	<p><b>5</b></p>	<p><b>3</b></p>	<p><b>2</b></p>



**SECTION - C**

**3. Attempt any ONE part of the following:**

**(1\*5=5)**

Q.N	QUESTIONS	MARKS	CO	BL
a.	<p>Explain the components of marketing analytics.</p> <p>Ans:            Customer Description            Customer Perception            Market Trends            Market Projections            Competition</p>	5	1	2
b.	<p>Differentiate market research and marketing analytics.</p> <p>Ans:  <b>Market research</b> is a form of primary <b>research</b>, taken from the source and providing firsthand evidence; <b>market analytics</b> is a form of secondary <b>research</b>, a summary of descriptive documentation and synthesis of data drawn from a number of sources.</p>	5	2	2

**4. Attempt any ONE part of the following:**

**(1\*5=5)**

Q.N.	QUESTIONS	MARKS	CO	BL
a.	<p>Why you need analytics for your pricing.</p> <p>Ans:            Acquire more insights on customers            Optimize your pricing for value            Identify quick pricing wins            Discover which channels are most profitable            Recognize which pricing tiers work the best            Plan promotions</p>	5	1	3
b.	<p>Financial performance of a firm measured by marketing analytics.</p> <p>Ans:            The intangible benefits of marketing – improving and enhancing brand awareness; educating customers and prospects about product benefits; and strengthening stakeholder relationships –</p>	5	3	5

	<p>make measuring its financial impact a perplexing and challenging process. Ideally, marketing performance measurement should be a logical extension of the planning and budgeting exercise that happens before a company's fiscal year. The goals that are set should be both measurable and applicable to every marketing role within an organization. Companies employ various methodologies to measure marketing performance and ensure they meet those performance goals.</p> <p>Marketing performance metrics or key performance indicators (KPIs) are useful not only for marketing professionals, but also for non-marketing executives. From the chief executive officer to the vice president of sales, the senior management team needs marketing KPIs to gauge how marketing activities and spending impact the company's bottom line. This is particularly important since companies are prone to reduce marketing budgets during economic downturns, downsizing, and mergers.</p> <p>As marketers face more and more pressure to show a return on investment (ROI) on their activities, marketing performance metrics help measure the degree to which marketing spending contributes to profits. It also highlights how marketing contributes to, and complements, initiatives in other areas of the organization, such as sales and customer service.</p>			
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**5. Attempt any ONE part of the following:**

**(1\*5=5)**

Q.N.	QUESTIONS	MARKS	CO	BL
a.	<p>Discuss the Top-down vs. Bottom up approach.</p> <p>Ans:  <b>Top down</b> and <b>bottom up</b> analyses are two basic ways to evaluate that <b>market</b>. A <b>top down analysis</b> is calculated by determining the total <b>market</b>, then estimating your share of that <b>market</b>. ... A <b>bottom up analysis</b> is calculated by estimating potential sales in order to determine a total sales figure</p>	5	1	2
b.	<p>Difference between Linear and Power demand curve.</p> <p>Ans:</p> <div style="border: 1px solid gray; padding: 10px; margin: 10px 0;"> <p style="text-align: center;"><b>Linear Demand Curves</b></p> <ul style="list-style-type: none"> <li>- Straight-line relationship between price and demand</li> </ul> <math display="block">D = a - bp</math> <ul style="list-style-type: none"> <li>- <b>D</b>: units of product demanded by customers</li> <li>- <b>p</b>: per-unit price</li> <li>- <b>a</b> and <b>b</b>: adjust curve to fit product's price elasticity</li> <li>- Excel can auto-calculate <b>a</b> and <b>b</b> for us</li> </ul> </div>	5	2	2

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## Demand Curves

- Used to estimate price that should be charged for maximum profits
- The best price for a product maximizes margins – not unit sales



$$12 \text{ units} * \$5 = \$60$$

$$50 \text{ units} * \$1 = \$50$$

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