

# End Term Question Paper (BBA)

FIFTH SEMESTER (BBA) JANUARY-2024

Paper Code: BBA-309

Subject: Marketing Analytics

Time: 3 Hours

Maximum Marks :75

Note: Attempt five questions in all including Q.no.1 which is compulsory.

Q1 Answer any five from the following:

(5x5=25)

- (a) Define Secondary data and its sources
- (b) Price skimming
- (c) Analytics
- (d) Advantages of marketing analytics
- (e) Scope of marketing analytics
- (f) Market research vs. Marketing analytics
- (g) Components of marketing analytics
- (h) Top down vs. Bottom down approach

- Q2 (a) Critically examine advantages and disadvantages of e-marketing.  
(b) Outline components of e-marketing system, with illustrations. (8)  
(c) Highlight advantages of undertaking social media analysis. (4.5)

- Q3 (a) Identify importance of undertaking price -value analysis. (6.5)  
(b) Usage of Pivot tables and Charts. (6)

- Q4 (a) Explain various tools and techniques used for place analytics as a part of marketing analytics. (6.5)  
(b) Factors determining the selection of media channel for promotion. (6)

- Q5 How regression analysis help in measuring customer satisfaction. Also explain the limitations of regression analysis. (12.5)

- Q6 (a) Importance of Consumer sentiments and emotions in marketing analytics. (6.5)  
(b) Linear vs. Non Linear pricing. (6)

- Q7 What is products analytics? How it is done and also explain its uses in marketing analysis? (12.5)

- Q8 (a) How the effectiveness of advertisement can be measured with special reference to consumer goods? (7)  
(b) What is price optimization and why it is required? (5.5)

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