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**Gandhi Institute of Engineering and Technology University, Odisha, Gunupur
(GIET UNIVERSITY)**

M.B.A. (Third Semester) Regular Examinations, November – 2025

23MBAPC23004 – Marketing Analytics

(MBA)



Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

PART – A

(2 x 5 = 10 Marks)

Q.1. Answer *ALL* questions

	CO #	Blooms Level
a. What is the importance of demand estimation in pricing decisions?	CO1	K1
b. Define seasonality in sales forecasting.	CO2	K1
c. What is the purpose of customer segmentation?	CO3	K1
d. State one application of advertising analytics in digital marketing.	CO4	K1
e. What is the role of confidence in association rule mining?	CO5	K1

PART – B

(10 x 5 = 50 Marks)

Answer *ANY FIVE* questions

	Marks	CO #	Blooms Level
2. a. What are the major advantages of using secondary data in marketing analytics?	5	CO1	K3
b. Explain the role of stakeholders in market analytics.	5	CO1	K3
OR			
c. Explain data analytics through MS-Excel in brief.	10	CO1	K3
3. a. Describe complementary product pricing.	6	CO2	K2
b. What do you mean by optimal bundling?	4	CO2	K2
OR			
c. What is markdown pricing in revenue management?	5	CO2	K2
d. What do you mean by optimal bundling?	5	CO3	K3
4. a. Describe trend analysis in forecasting.	5	CO3	K3
b. What is the ratio-to-moving-average method?	5	CO3	K3
OR			
c. What is meant by forecasting under uncertainty?	6	CO4	K3
d. What is the basic customer value?	4	CO4	K3
5. a. Illustrate the STP model.	6	CO4	K3
b. What is the purpose of cluster analysis?	4	CO4	K3
OR			
c. Mention one method used to estimate whether a customer is still active.	5	CO5	K3
d. Explain how customer value can be measured and used to predict customer behaviour. Discuss models used for estimating customer retention and churn.	5	CO5	K3
6. a. Describe RFM scoring.	5	CO5	K3
b. Explain PPC (Pay-Per-Click) advertising.	5	CO5	K3
OR			
c. Explain retail space allocation.	10	CO5	K3

End of Paper