



GIET UNIVERSITY, GUNUPUR – 765022

M. B. A (Third Semester) Examinations, February – 2023

21MBAMM23004 - Marketing Analytics

Time: 3 hrs

Maximum: 60 Marks

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

PART – A

(2 x 10 = 20 Marks)

Q.1. Answer **ALL** questions

| | CO # | Blooms Level |
|---|------|--------------|
| a. What is analytics? | CO1 | K1 |
| b. Differentiate between census and sample. | CO1 | K3 |
| c. Differentiate between quantitative and qualitative data. | CO1 | K3 |
| d. What is quota sampling? | CO2 | K1 |
| e. What do you mean by non- probability sampling? | CO2 | K1 |
| f. What do you mean by a metrics? | CO2 | K1 |
| g. How to measure share of heart? | CO3 | K4 |
| h. Define product portfolio. | CO3 | K1 |
| i. How a contribution is different from profit? | CO4 | K3 |
| j. What is multimedia promotion? | CO4 | K2 |

PART – B

(8 x 5 = 40 Marks)

Answer **ALL** questions

| | Marks | CO # | Blooms Level |
|--|-------|------|--------------|
| 2. a. What are types of data? | 8 | CO1 | K1 |
| (OR) | | | |
| b. Define and provide the measures for Brand Development Index, Category Development Index. | 8 | CO1 | K1 |
| 3.a. Discuss and outline the measures for Awareness Attitudes and usage, Customer satisfaction. | 8 | CO2 | K2 |
| (OR) | | | |
| b. Discuss the usage of the mentioned measures by constructing examples of your own Trial, Repeat, Penetration and volume projections | 8 | CO2 | K2 |
| 4.a. P&G company wants to sell a new idea of a hair remover internally; they want to project the volume of sales they can expect over the stapler's first year. Their customer survey yields the following results Definitely Will Buy-25%, Probably Will Buy-45%, May/May Not Buy-10% Probably Won't Buy-15% and Definitely Won't Buy-5% (Total 100%). The company estimates a trial rate for the new stapler by applying the industry-standard expectation that 70% of "definites" and 30% of "probables" will in fact buy. By Assuming a target population of 10 million people prepare the volume projection spreadsheet. | 8 | CO3 | K3 |
| (OR) | | | |
| b. Outline measures for Brand equity Metrics, Conjoint utilities and consumer preference, | 8 | CO3 | K3 |
| 5.a. Briefly discuss about the measures for Margins, Selling Price and Channel Margins | 8 | CO4 | K3 |
| (OR) | | | |
| b. Define Total, fixed and variable cost, and explain breakeven analysis graphically. | 8 | CO4 | K3 |
| 6.a. Discuss the measures for advertising Impressions, gross rating, points and opportunities to see. | 8 | 4 | K4 |
| (OR) | | | |
| b. As a marketing manager how would you measure, Rich Media Interaction rate, click through rates, Cost per impressions? | 8 | CO4 | K4 |

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