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## GIET UNIVERSITY, GUNUPUR - 765022

M. B. A (Third Semester) Examinations, January - 2024  
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. Define Marketing Analytics.	CO1	K2
b. What is a metric?	CO1	K2
c. What is market concentration?	CO2	K3
d. Mention any two benefits of marketing analytics?	CO2	K1
e. Why is a metric needed?	CO3	K1
f. What is Bounce Rate?	CO3	K2
g. Difference between Pageviews, and Hits.	CO4	K1
h. What is Gross Rating Points?	CO4	K1
i. Explain Clickthrough Rates.	CO5	K1
j. Difference between Share of Voice and share of heart.	CO5	K3

### PART – B

(8 x 5 = 40 Marks)

Answer **ALL** questions

	Marks	CO #	Blooms Level
2. a. Explain share of wallet.	8	CO1	K3
<p>In a given month, the unit purchases of AloeHa brand sunscreen ran 1,000,000 bottles. Among the households that bought AloeHa, total purchases of sun screen came to 2,000,000 bottles. Find its share of requirements.</p> <p>(OR)</p>			
b. Explain the process of marketing analytics.	8	CO1	K3
3.a. What are the types of metrics?	8	CO2	K3
<p>(OR)</p>			
b. Elaborate market share.	8	CO2	K3
4.a. Find the relative market share from the following information	8	CO3	K2

	Units Sold (Thousands)
Zipper	25
Twister	10.0
A-One	7.5
Bowlz	5
Chien	2.5
Market Total	50.0

(OR)

- b. Explain brand development index and category development index. 8 CO3 K2
- 5.a. If the country's population is 50000, the population of city A is 10000, sales of the Samsung laptops in the country is 1000 units, sales of these laptops in city A is 100 units. Calculate the BDI of Samsung laptops in the city. 8 CO4 K3

(OR)

- b. Elaborate penetration and its types. 8 CO4 K3
- 6.a. For a vegan and organic hand cream, the target market size is 200 million city-dwelling young women. A beauty brand AVALON has sold 12 million units of this hand cream. If 50 million such products are sold in total find the penetration share of AVALON. 8 CO5 K3

(OR)

- b. Niesha runs business development at Gird, a company that has established a return on sales target of 15%. That is, Gird requires that all programs generate profits equivalent to 15% of sales revenues. Niesha is evaluating a program that will add \$1,000,000 to fixed costs. Under this program, each unit of product will be sold for \$100 and will generate a contribution margin of 25%. To reach break-even on this program, Gird must sell  $\$1,000,000 / \$25 = 40,000$  units of product. How much must Gird sell to reach its target return on sales (ROS) of 15%? 8 CO5 K3

To determine the revenue level required to achieve a 15% ROS, Niesha can use either a spreadsheet model and trial and error, or the following formula:

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