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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, NIET BUSINESS SCHOOL,
GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

PGDM

TRIMESTER: V - THEORY EXAMINATION (2024-2025)

Subject: Marketing Analytics

Time: 2.5 Hours

Max. Marks: 60

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

15

1. Attempt all parts:-

- 1-a. Primary advantage of using Marketing Analytics.(CO1,K1) 1
- (a) It eliminates the need for creativity in marketing campaigns.
- (b) It helps businesses make data-driven decisions and optimize their marketing efforts.
- (c) It guarantees immediate success in marketing campaigns.
- (d) It focuses solely on traditional marketing methods.
- 1-b. Most effective for increasing the Customer Lifetime Value (CLV) of a subscription-based business.(CO2,K2) 1
- (a) Reducing the subscription price to attract more customers
- (b) Offering annual subscriptions with added benefits
- (c) Lowering the customer service quality to reduce costs
- (d) Focusing only on acquiring new customers and ignoring existing ones
- 1-c. When conducting a positioning study _____ type of data is most commonly used.(CO3,K2) 1
- (a) Financial data of competitors
- (b) Consumer perception and preference data
- (c) Supply chain information
- (d) Employee performance data
- 1-d. _____ best defines price bundling.(CO4,K1) 1

- (a) Selling products at a single price without offering any discount
- (b) Offering multiple products together at a discounted price
- (c) Offering individual products at a higher price based on customer preferences
- (d) Selling a product at the highest possible price to maximize profits
- 1-e. _____ among the following is a major use of Conjoint Analysis in product development.(CO5,K2) 1
- (a) To determine the price of a product
- (b) To predict future sales of a product
- (c) To understand how different attributes of a product influence customer preferences
- (d) To forecast seasonal demand for products
2. Attempt all parts:-
- 2.a. Define market sizing.(CO1,K1) 2
- 2.b. Explain the importance of modeling customer acquisition, retention, and expansion for businesses.(CO2,K2) 2
- 2.c. Discuss any two importance of unique value proposition in positioning.(CO3,K1) 2
- 2.d. Define pure bundling.(CO4,K1) 2
- 2.e. Explain R-squared.(CO5,K1) 2
- SECTION-B** 15
3. Answer any three of the following:-
- 3-a. Explain the difference between top-down and bottom-up approaches in market sizing. Explain the strengths and weaknesses of each approach.(CO1,K2) 5
- 3-b. Explain the relationship between Customer Lifetime Value and customer churn. Explain ways company can reduce churn to increase CLV, and discuss metrics are useful for identifying potential churn risks.(CO2,K3) 5
- 3.c. Compare undifferentiated, differentiated, and concentrated targeting strategies with examples.(CO3,K4) 5
- 3.d. Mention the key metrics in Market Basket Analysis. Describe support, confidence, and lift, and explain their significance.(CO4,K5) 5
- 3.e. Illustrate the key steps involved in conducting a conjoint analysis study. Discuss measures you would use to design a conjoint analysis survey for a new product.(CO5,K5) 5
- SECTION-C** 30
4. Answer any one of the following:-
- 4-a. Illustrate ways businesses can use marketing analytics to adapt to rapidly changing customer preferences, particularly in industries like fashion or FMCG.(CO1,K3) 6
- 4-b. In a market expansion scenario, discuss measure can a company use from both top-down and bottom-up approach to estimate the market size for a new product or service.(CO1,K2) 6
5. Answer any one of the following:-

- 5-a. A fitness app notices that customers who don't use the app for two weeks are likely to cancel their subscription. Suggest a strategy to predict churn early and prevent customers from leaving.(CO2,K3) 6
- 5-b. A cosmetics brand uses Instagram and TikTok for marketing but struggles to retain followers as loyal customers. Suggest engagement strategies to convert social media followers into repeat buyers.(CO2,K5) 6
6. Answer any one of the following:-
- 6-a. A coffee shop wants to position itself as a premium brand in a crowded market. Discuss the key positioning strategies it can use to stand out.(CO3,K3) 6
- 6-b. A mobile phone brand wants to incorporate customer preferences into its perceptual map. Describe measures it can use to collect and analyze preference data effectively.(CO3,K5) 6
7. Answer any one of the following:-
- 7-a. A telecommunications company wants to offer a bundle of internet, phone, and TV services. Mention the steps to apply mixed bundling to design an attractive offer for customers.(CO4,K2) 6
- 7-b. A software company wants to offer both individual product purchases and bundled packages. Explain ways mixed bundling to be used to maximize revenue and appeal to different customer segments.(CO4,K3) 6
8. Answer any one of the following:-
- 8-a. Conduct a conjoint analysis to determine the most valuable features for a smartphone and prioritize features based on consumer preferences.(CO5,K4) 6
- 8-b. Use conjoint analysis to determine the optimal pricing strategy for a new subscription-based service based on customer willingness to pay and feature preferences.(CO5,K3) 6