BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)

CLASS: MBA   SEMESTER : III
BRANCH: MBA   SESSION : MO/19

SUBJECT: MT552 MARKETING ANALYTICS

TIME: 3.00Hrs.   FULL MARKS: 50

INSTRUCTIONS:
1. The question paper contains 5 questions each of 10 marks and total 50 marks.
2. Attempt all questions.
3. The missing data, if any, may be assumed suitably.
4. Before attempting the question paper, be sure that you have got the correct question paper.
5. **Graph paper will be provided.**
6. **Statistical Tables will be provided.**

Q.1(a)   Describe how the pivot table in excel summarize data.   [5]
Q.1(b)   Define multiple IF THEN statement in excel with example.   [5]

Q.2(a)   Estimate market demand curve to determine business with example.   [5]
Q.2(b)   Define Pricing curve.   [5]

Q.3(a)   Distinguish between forecasting and predictive analytics.   [5]
Q.3(b)   Describe the relationship between correlation and regression analysis.   [5]

Q.4(a)   Define winters method.   [5]
Q.4(b)   Explain the process of analyzing customer value using conjoint analysis.   [5]

Q.5(a)   Describe the techniques of market basket analysis and lift.   [5]
Q.5(b)   Define retail analytics.   [5]

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