

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

CLASS: MBA
BRANCH: MBA

SEMESTER : III
SESSION : MO/2022

SUBJECT: MT552 MARKETING ANALYTICS

TIME: 3:00 Hours

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. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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- Q.1(a) How can analytics be used for marketing? Elaborate with examples. [4]
Q.1(b) Explain the meaning and role of four fields (Filter, Column, Rows, Values) while generating Pivot Tables in MS Excel. [6]
- Q.2(a) What is a demand curve? Briefly explain various types of demand curve with examples. [4]
Q.2(b) Describe the Price elasticity of Demand? Assume a linear demand curve for joy rides in an amusement park. Initial price is \$0.80, and the quantity demanded is 40,000 rides/day. Price falls to \$0.70, the quantity demanded rises to 60,000 rides/day. Estimate the Price Elasticity of Demand for the joy rides [6]
- Q.3(a) What are the three types of search engine optimization? Briefly describe them. [4]
Q.3(b) Explain R-Square, R-Square adjusted, Coefficients, F value, and P Value in a Regression Model. [6]
- Q.4(a) Write short notes on any two: (a) Topic analysis (b) Sentiment analysis (c) Market Basket Analysis [4]
Q.4(b) What is price bundling and why is it necessary? What are the various types of bundling? Elaborate with suitable examples. [6]
- Q.5(a) You are planning to buy an aquarium for your home. Due to the covid-19 pandemic, you wish to avoid visiting a store and instead go for online buying. You also do not know a lot about keeping fishes in a tank and want to educate yourself on the topic. List 4 product keywords and 4 informational keywords which should be of maximum help to you. [4]
Q.5(b) What is demand forecasting? How it's used in Marketing analytics? What is the Moving average method? [6]

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