

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

**CLASS: BBA
BRANCH: BBA**

**SEMESTER : VI
SESSION : SP/2025**

SUBJECT: MT335 MARKETING ANALYTICS

TIME: 3 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)	Explain the role of marketing analytics in decision making with an example of a data-driven marketing decision.	[5] 1	2
Q.1(b)	A marketing analyst is tasked with choosing the right statistical technique for analyzing customer satisfaction survey results. The survey uses a 5-point Likert scale. Identify the type of data and measurement scale used. Which statistical techniques are appropriate for analyzing this data and why?	[5] 1	3
Q.2(a)	Define the concept of price bundling and explain any one practical application with a business scenario.	[5] 2	3
Q.2(b)	A company wants to optimize the price of its new product using demand estimates. Describe the steps involved in estimating a demand curve from data and how this curve can help in setting the optimal price.	[5] 2	3
Q.3(a)	Discuss the relevance of correlation and multiple regression in forecasting marketing and sales data.	[5] 3	2
Q.3(b)	A company has collected data on its sales along with advertising spend on TV, online, and print media. How can multiple regression be used to forecast future sales using this data? Illustrate your answer with the key steps involved in building a regression model.	[5] 3	3
Q.4(a)	What is Conjoint Analysis? How can it help a company make effective product-related decisions?	[5] 4	2
Q.4(b)	Explain clearly the concept, calculation and decision-making implications of Customer Lifetime Value (CLV) in context of marketing.	[5] 4	3
Q.5(a)	Explain the concept of Market Basket Analysis. Briefly discuss how a retailer can use support, confidence, and lift to identify product associations for cross-selling opportunities using a hypothetical example.	[5] 4	3
Q.5(b)	Define the terms: Reach, CTR, and Engagement Rate in the context of social media marketing. Explain how each metric is used to evaluate the success of a campaign.	[5] 5	2

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