

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION SP/2025)**

**CLASS: BBA
BRANCH: MANAGEMENT**

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

SUBJECT: MT335 MARKETING ANALYTICS

TIME: 02 Hours

FULL MARKS: 25

INSTRUCTIONS:

1. The question paper contains 5 questions each of 5 marks and total 25 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Tables/Data handbook/Graph paper etc., if applicable, will be supplied to the candidates
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Q.1	Define clearly the term 'Marketing Analytics' and explain its role in making marketing decisions. Give suitable examples to support your answer	[5] 1,2	1,2
Q.2	Briefly explain the concepts of 'Scales' and 'Scaling' in marketing research and discuss the scales that you will employ to carry out a market survey related to estimating the level of satisfaction of customers towards a newly launched smart phone.	[5] 2,3	2,3
Q.3	Analyse the concept of price bundling and discuss its practical applications in today's digital marketplace. Provide examples of companies effectively utilizing price bundling strategies.	[5] 3,4	2,3,4
Q.4	Explain the steps involved in Demand Curve Estimation. Discuss how understanding demand elasticity can influence pricing strategies.	[5] 2,3,4	3,4,5
Q.5	What is predictive analytics in marketing? Provide examples to illustrate the importance of predictive analytics in context of decision making and supporting various management functions.	[5] 4,5	3,4,5

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