Galgotias College of Engineering and Technology, Greater Noida

Pre University Test (PUT) : Odd / Even Semester 2024-2025

Course/Branch	: MBA	Semester	: 3rd
Subject Name	: Marketing Analytics	Max. Marks	: 100
Subject Code	: KMBN MK02	Time	: 180 min

CO-1 : A clear understanding of the key concepts and principles of strategic management

CO-2 : A set of useful analytical skills, tools and techniques for analyzing a company strategically

CO-3 : To provide a basic understanding of nature and dynamics of the strategy formulation and implementation processes.

CO-4 : To encourage students to think critically and strategically.

CO-5 : The ability to identify strategic issues and design appropriate courses of action.

Section – A # 20 Marks (Short Answer Type Questions)

Attempt ALL the questions. Each Question is of 2 marks (10 x 2 = 20 marks)

Q. No.		COx	Question Description # Attempt ALL the questions. Each Question is of 2 marks
1	a	CO1	Define marketing analytics and its characteristics. (K1)
	b	CO1	What are the differences between primary and secondary market data sources? (K1)
	c	CO2	Define price elasticity of demand. (K1)
	d	CO2	What is nonlinear pricing, and how does it optimize revenue? (K1)
	e	CO3	Define simple linear regression in the context of sales forecasting. (K1)
	f	CO3	What is the ratio-to-moving-average forecasting method? (K1)
	g	CO4	Define customer lifetime value (CLV) and its significance. (K1)
	h	CO4	What is the STP framework in market segmentation? (K1)
	i	CO5	Define market basket analysis and its purpose. (K1)
	j	CO5	What is pay-per-click (PPC) online advertising? (K1)

Section – B # 30 Marks (Long / Medium Answer Type Questions)

Attempt ALL the questions. Each Question is of 6 marks (5 x 6 = 30 marks)

Q.2 (CO-1): Discuss the significance of Porter's Five Forces analysis in market evaluation.(K6)

OR

Explain the differences between top-down and bottom-up approaches in market sizing.(K5)

Q.3 (CO-2): What is the role of complementary products in optimizing pricing strategies?(K1)

OR

Discuss the concept of nonlinear pricing and its application in profit maximization. (K6)

Q.4 (CO-3): How can the ratio-to-moving-average method help in sales forecasting?(K1)

OR

Explain the use of S-curves in forecasting the sales of a new product.(K5)

Q.5 (CO-4): What is the STP framework, and why is it crucial for market segmentation?(K1)

OR

Discuss the method for estimating the likelihood that a customer is still active. (K6)

Q.6 (CO-5): How does RFM analysis assist in allocating retail space effectively?(K1)

OR

Explain the effectiveness of pay-per-click (PPC) advertising in digital marketing. (K5)

Section – C # 50 Marks (Medium / Long Answer Type Questions)

Attempt ALL the questions. Each Question is of 10 marks.

Q.7 (CO-1): Attempt any ONE question. Each question is of 10 marks.
a. Discuss the various sources of data information with suitable examples. (K6)
b. Explain the different steps to estimate market size. (K5)

Q.8 (CO-2): Attempt any ONE question. Each question is of 10 marks.
a. Discuss the role of price elasticity in determining pricing strategies. (K6)
b. Explain how nonlinear pricing can be used to maximize revenue for multiple products. (K5)

Q.9 (CO-3): Attempt any ONE question. Each question is of 10 marks.
a. Discuss the advantages of using multiple regression models for sales forecasting. (K6)
b. Explain how trends and seasonality can affect sales forecasting accuracy. (K5)

Q.10 (CO-4): Attempt any ONE question. Each question is of 10 marks.
a. Discuss the significance of customer lifetime value (CLV) in business strategy. (K6)
b. Explain the process of deriving market segments using cluster analysis. (K5)

Q.11 (CO-5): Attempt any ONE question. Each question is of 10 marks.
a. Discuss the methods used to model the relationship between sales and marketing efforts. (K6)
b. Explain how businesses can optimize sales efforts through resource allocation. (K5)