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Total No. of Pages : 03

Total No. of Questions : 17

**MBA (2018 Batch) (Sem.-3)**  
**MARKETING ANALYTICS**  
Subject Code : MBA-961-18  
M.Code : 77057

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTIONS-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.

**SECTION-A**

- 1) What are purposes of market share analysis?
- 2) Suggest ways to measure brand performance.
- 3) What are benefits of Price-Volume equation?
- 4) What do you mean by sales force sizing?
- 5) Highlight advantages of undertaking social media analysis.
- 6) What do you mean by descriptive analytics?
- 7) Define the term “digital marketing”.
- 8) Suggest purposes of undertaking people analytics.

**SECTION-B**

**UNIT-I**

- 9) Highlight the need and importance of sales forecasting for an organisation. Describe various techniques of sales forecasting, with examples.
- 10) a) Why is it important to undertake customer choice analysis? Elucidate with suitable illustrations.  
b) What is importance of doing customer profitability analysis?

## UNIT-II

- 11) a) Highlight important considerations while fixing price of a product.  
b) Outline the importance of undertaking price-value analysis.
- 12) What are the features of a good performance appraisal system for sales force? Highlight important methods for appraising performance of the sales force, with illustrations.

## UNIT-III

- 13) a) Outline the features of a good media plan, with suitable illustrations.  
b) What are alternative methods of fixing advertising budget? Elucidate.
- 14) a) Highlight salient features of social media analysis by giving suitable examples.  
b) Write a note on diagnostic analysis.

## UNIT-IV

- 15) Critically examine advantages and disadvantages of e-marketing. Outline components of e-marketing system, with illustrations.
- 16) Highlight the characteristic features of various e-marketing tools by citing suitable illustrations.

## SECTION-C

- 17) **Please read the case “Healthy Products Limited” below and answer the questions based on it :**

Sonia Bhanot cannot believe what she has just heard. Having joined Healthy Products as a Market Analyst and Planner, she has just been informed that the company has no sales forecasting system and Finance simply examine previous sales when doing next year's estimated sales for budgeting purposes.

She cannot understand how the company has managed to operate effectively without one. Her marketing manager, however, a very competent technical engineer who has over the years moved through sales and into marketing in the company, believes that all forecasts are simply a waste of time. His view is that what is going to happen will happen and no

amount of forecasting will affect this. Moreover, he has pointed out that in his experience forecasts are usually wrong and so it is better to do without them.

Although Sonia has already pleaded her case regarding the need for and uses of sales forecasts, her manager is adamant that she should spend her time on other 'more useful activities'. Sonia, however, feels that she cannot effectively do her job with regard to helping prepare marketing plans without an effective system of sales forecasting.

She plans to undertake sales forecasting on her own to build trust of the management in the process.

***Questions :***

- a) How can Sonia persuade her manager that sales forecasts are not only useful, but essential, in the marketing planning process? What possible benefits she can highlight of undertaking forecasting?
- b) Suggest suitable methods Sonia can employ for sales forecasting in any newly established system of forecasting.

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**