

Roll No.

Total Pages : 2

701309

December 2022
MBA III SEMESTER
Marketing Analytics (MS-MM-215)

Time : 3 Hours]

[Max. Marks : 75

Instructions :

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

PART-A

1. (a) Data cleaning. (1.5)
- (b) Psychographic Segmentation. (1.5)
- (c) Imputation methods for dealing with missing data. (1.5)
- (d) Retail Analytics. (1.5)
- (e) Sentimental analysis. (1.5)
- (f) Targeting Strategies through Analytics. (1.5)
- (g) Customer Lifetime Value. (1.5)
- (h) Purpose of Multi Dimensional Scaling. (1.5)
- (i) Recommender System. (1.5)
- (j) Customer Churn. (1.5)

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PART-B

2. (a) Discuss the different approaches available for dealing with missing data. (10)
- (b) Explain how dashboard can be created in excel. (5)
3. (a) Explain how profiling of customers are done using cluster analysis. Explain the steps followed in SPSS for it. Also explain the advantages of same. (5)
- (b) How differentiation strategies can be developed by marketers (10)
4. Explain how linear discriminant analysis can be used in classifying the respondents. (15)
5. (a) What is marketing mix allocation. (10)
- (b) Explain how demand forecasting can be done by using regression analysis. (5)
6. (a) What is market basket analysis. (10)
- (b) What are the applications of Cojoint analysis in marketing. (5)
7. Write note on :
- (a) Customer Churn.
- (b) Customer Life time value. (15)