

Total No. of Questions : 5]

PE-5867

[6551]-869

M.B.A.

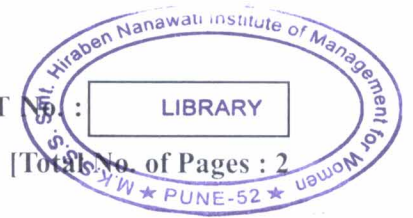
MKT - 617 - MJ : MARKETING ANALYTICS

(2024 Pattern) (Semester - III)

SEAT No. :

LIBRARY

[Total No. of Pages : 2



Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

Q1) Write short answers (Any 5 out of 8) (2 marks each): [5 × 2 = 10]

- a) Define Marketing Analytics.
- b) What is a KPI?
- c) Explain Customer Lifetime Value (CLV).
- d) What is Data Cleaning?
- e) What is Market Basket Analysis?
- f) Define Conversion Rate.
- g) What is a Dashboard?
- h) Explain A/B Testing.

Q2) Attempt Any 2 out of 3 (5 marks each) : [2 × 5 = 10]

- a) Explain the stages involved in the Marketing Analytics process.
- b) Describe different types of marketing data used in analytics.
- c) Explain the significance of segmentation analytics with examples.

Q3) Attempt Any 1 : [10]

- a) Explain RFM Analysis and its applications in customer segmentation.
- b) Discuss different digital marketing metrics used to measure campaign effectiveness.

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**Q4) Attempt Any 1 :**

**[10]**

- a) Explain Churn Prediction. Discuss the variables and modelling approaches used.
- b) Explain the role of predictive analytics in marketing decision-making.

**Q5) Attempt Any 1 :**

**[10]**

- a) Case Study : A retail company observes declining repeat purchases. Using Marketing Analytics, suggest a structured approach to diagnose and resolve the issue.
- b) Using a suitable example, explain how attribution modelling works for digital campaigns.

