Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_\_



**End Semester Examination – Nov / Dec – 2019**

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| **Code :** | **18MS3037** | **Duration :** | **3hrs** |
| **Sub. Name :** | **MARKETING ANALYTICS** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| **Q. No.** | **Sub Div.** | **Questions** | **CO** | **Marks** |
| 1. | a. | Financial performance of a firm is measured by Marketing Analytics. Justify your answer with examples. | CO1 | 20 |
| (OR) | | | | |
| 2. | a. | What are the ways in which organizations are using /can use customer analytics? What business benefits are being derived? Support your answer with different firm’s experience. | CO1 | 20 |
|  |  |  |  |  |
| 3. | a. | Elucidate the ways in which cluster analysis and conjoint analysis is used in different firms. Justify your answer with at least five examples. | CO2 | 20 |
| (OR) | | | | |
| 4. | a. | Choose any firm and diagrammatically represent the data analysis level used by that particular firm. Also explain the types of analytics. | CO2 | 20 |
|  |  |  |  |  |
| 5. | a. | How Descriptive analytics is being used by different firms. Support your answer with examples. | CO1 | 20 |
| (OR) | | | | |
| 6. | a. | Elucidate the ways in which Predictive analytics is used in different firms. Support your answer using correlation, regression and SEM analysis. | CO2 | 20 |
|  |  |  |  |  |
| 7. | a. | Define web analytics. How web analytics is used by different firms to know online Consumer Behvaiour? | CO3 | 20 |
| (OR) | | | | |
| 8. | a. | Explain the types of Big data. Discuss how Big data is used by different firms with examples. | CO3 | 20 |
|  | |  |  |  |
|  | | **Compulsory**: |  |  |
| 9. | a. | Explain the different types of Statistical Software packages. Discuss how different softwares are used by different firms with examples. | CO4 | 20 |