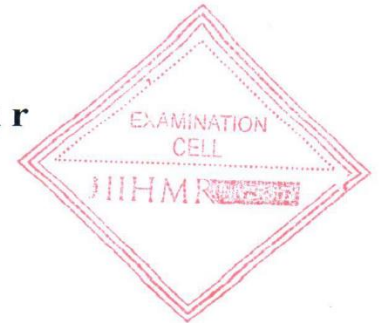


The IIHMR University, Jaipur
MBA Pharmaceutical Management
Batch 07 (2015-2017)



Data Management and Analysis

Term Examination

Time 3 Hours

Max..Marks: 70

Instructions:

Please note that you have to answer all questions.

1. A company engaged in energy drink business has provided the data given on page 3/4. (20)

From the data provided:

- a) Construct an appropriate frequency distribution table and
- b) Based on the frequency distribution prepare a summarized report for your top management with both qualitative and quantitative graphs and give your suggestions /recommendations for the marketing campaigns.

(You can use your own imaginary scale for the graphs)

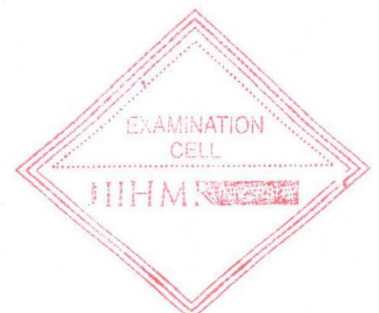
2. From the following data, obtain the two regression equations (i.e. Y on X and X on Y) (10)

X	6	2	10	4	8
Y	9	11	5	8	7

3. You have received the Sales(Y) and Advertisement(x) data for a particular organization for a particular period. From the data provided on page 5, formulate the : (20)

- a) ANOVA table
- b) The regression equation of (Y) on x , (y -intercept = 1.4693 and slope of the line = 1.8578.)

4. What is meant by conversions and how will you track conversions through Google Analytics?(5)
5. What is the difference between a visit and a session? (5)
- 6a. I want to track how many organic visits I am getting on a weekly basis for a predefined set of keywords.
What is the best way to check that on a regular basis investing the IE possible time? (5)
- 6b. How can I identify the keywords that are sending paid traffic to any site?
7. How can I identify where the visitors are clicking the most? (5)



S.No	Region	Rev(Rs)	Age	S.No	Region	Rev(Rs)	Age	S.No	Region	Rev(Rs)	Age	S.No	Region	Rev(Rs)	Age
1	West	45.9	21	34	West	43.9	41	67	North	59.85	35	100	West	19.95	55
2	West	19.95	57	35	South	99.75	23	68	East	124.75	35	101	East	39.9	24
3	East	21.95	25	36	West	29.95	52	69	North	39.9	21	102	North	114.75	30
4	West	19.95	38	37	West	65.85	18	70	West	124.75	47	103	North	21.95	39
5	West	79.8	22	38	West	22.95	32	71	East	24.95	62	104	South	179.7	59
6	South	79.8	29	39	North	19.95	22	72	East	22.95	63	105	East	39.9	26
7	West	59.85	18	40	South	99.75	29	73	North	249.5	23	106	North	24.95	33
8	West	139.65	64	41	North	124.75	25	74	South	59.85	59	107	West	99.8	20
9	West	119.7	27	42	West	21.95	63	75	West	43.9	48	108	West	87.8	18
10	West	43.9	22	43	North	174.65	26	76	South	19.95	57	109	East	39.9	19
11	North	43.9	39	44	West	29.95	31	77	North	29.95	19	110	West	65.85	61
12	North	99.75	61	45	North	149.75	23	78	North	19.95	48	111	East	199.5	39
13	North	114.75	18	46	North	29.95	42	79	South	65.85	21	112	West	21.95	52
14	West	91.8	22	47	East	45.9	28	80	West	22.95	40	113	West	124.75	20
15	North	114.75	52	48	West	160.65	23	81	North	79.8	25	114	West	29.95	50
16	West	22.95	22	49	North	160.65	19	82	South	79.8	59	115	South	21.95	29
17	West	124.75	18	50	West	119.7	37	83	West	114.75	57	116	West	119.8	55
18	South	19.95	55	51	East	43.9	38	84	West	22.95	56	117	West	89.85	18
19	East	87.8	20	52	North	119.7	50	85	West	19.95	19	118	North	65.85	39
20	North	22.95	42	53	West	65.85	26	86	North	109.75	54	119	South	91.8	35
21	South	299.5	30	54	South	22.95	33	87	North	59.9	65	120	South	149.7	38
22	North	19.95	64	55	North	65.85	59	88	West	43.9	25	121	East	59.85	20
23	North	99.75	63	56	North	109.75	32	89	West	39.9	30	122	North	131.7	60
24	South	39.9	41	57	North	114.75	27	90	West	209.65	57	123	North	49.9	61
25	East	65.85	21	58	West	249.5	54	91	West	19.95	43	124	West	43.9	62
26	East	24.95	63	59	West	109.75	63	92	South	79.8	44	125	North	19.95	21
27	West	21.95	54	60	East	114.75	48	93	East	124.75	21	126	South	21.95	40
28	West	19.95	18	61	East	114.75	29	94	West	24.95	20	127	West	24.95	25
29	West	91.8	26	62	West	119.8	38	95	West	160.65	49	128	West	39.9	50
30	North	65.85	59	63	East	29.95	24	96	South	65.85	37	129	West	24.95	24
31	West	39.9	30	64	West	114.75	51	97	West	137.7	26	130	West	114.75	28
32	West	43.9	64	65	West	209.65	25	98	East	29.95	62	131	North	119.7	22
33	West	65.85	30	66	West	114.75	65	99	West	119.7	38	132	West	43.9	22

S.No	Region	Rev(Rs)	Age	S.No	Region	Rev(Rs)	Age
133	West	24.95	27	168	West	39.9	24
134	West	174.65	54	169	South	109.75	23
135	West	24.95	25	170	North	160.65	31
136	North	49.9	25	171	North	49.9	24
137	East	19.95	30	172	North	22.95	30
138	South	39.9	59	173	West	45.9	22
139	West	45.9	51	174	East	68.85	43
140	West	179.7	38	175	West	229.5	55
141	South	160.65	28	176	West	29.95	38
142	West	21.95	30	177	West	39.9	28
143	South	124.75	43	178	North	43.9	30
144	West	89.85	42	179	West	19.95	35
145	North	49.9	24	180	West	59.9	41
146	North	22.95	47	181	East	99.75	28
147	North	19.95	23	182	North	174.65	65
148	East	99.75	59	183	West	65.85	20
149	West	91.8	22	184	North	124.75	39
150	North	49.9	27	185	East	87.8	19
151	East	21.95	65	186	West	229.5	64
152	North	45.9	27	187	South	99.75	42
153	East	22.95	27	188	North	19.95	24
154	West	45.9	28	189	North	19.95	24
155	West	24.95	22	190	North	99.8	18
156	East	39.9	42	191	East	24.95	36
157	East	179.7	25	192	North	114.75	61
158	West	21.95	41	193	West	59.85	22
159	West	24.95	46	194	West	43.9	55
160	West	74.85	41	195	West	74.85	27
161	West	79.8	29	196	North	19.95	49
162	North	19.95	50	197	West	22.95	29
163	North	22.95	50	198	West	153.65	33
164	North	45.9	34	199	West	39.9	52
165	West	65.85	24	200	West	131.7	26
166	West	139.65	29				
167	North	22.95	35				



<i>Sales (y)</i> <i>(in Rs Crs)</i>	<i>Advst (x)</i> <i>(in Rs lacs)</i>
11.16276	5.1
19.12015	9.8
20.8536	12.3
10.6653	4.76
10.71718	4.33
28.5345	13.47
11.85858	6.32
29.47996	14.59
10.07691	4.98
29.18516	14.97
15.32243	7.26
18.03919	8.39
21.95715	10.13
17.62352	8.23
27.49687	13.78
19.86602	11.23
28.96847	14.38
16.49678	8.45
19.00662	9.99
17.38853	8.37

