

First Year, Term 3, End Term Examinations, April 2023**CC- 635 Marketing Analytics****Time - 3 Hour****Maximum Marks:50 (Pass Marks: 20)****This question paper contains 1 printed pages.**

- Q1 Answer the following: (10x1 = 10 marks)
- (i). Which function is used to find the smallest value in a range of cells?
 - (ii). Discuss the function “COUNTIF” in MS Excel
 - (iii). How do you view specific results in a pivot table?
 - (iv). What is conditional formatting in Excel?
 - (v). How would you freeze sheets in Excel?
 - (vi). Which chart type is used to show the parts of a whole?
 - (vii). Discuss the marketing analytical tool “On-Page Analytics”.
 - (viii). Discuss the function “HLOOKUP” in MS Excel
 - (ix). Discuss the marketing analytical tool “Google Analytics”.
 - (x). Differentiate between Linear Regression Vs Logistic regression.
- Q2 (a) What do you understand by Marketing Analytics? (2 marks)
- (b) Discuss the challenges of marketing analysis. (4 marks)
- (c) Discuss various skills that marketing analytics managers require. (4 marks)
- Q3 (a) What do you understand by pricing. (2 marks)
- (b) Discuss Estimating Demand Curves with examples. (4 marks)
- (c) Differentiate between Skimming Pricing Vs Penetration pricing. (4 marks)
- Q4 Discuss **any two** of the following: (2 x 5 = 10 marks)
- (a) Revenue Management
 - (b) SCAN*PRO Model
 - (c) Analysis of Variance: Two-way ANOVA
 - (d) Differentiate between Store Retailing Vs. Non-Store Retailing
- Q5 Discuss **any two** of the following: (2 x 5 = 10 marks)
- (a) Discrete choice analysis
 - (b) Lifetime Customer Value
 - (c) Monte Carlo simulation
 - (d) Differentiate between Marketing Analysis Vs Business Analysis