

**School of Pharmaceutical Management****MBA Pharmaceutical Management****Batch-15th (2023-2025)****First Year, Term 3 End Term Examinations, April 2024****CC – 635 Marketing Analytics****Time - 3 Hour****Maximum Marks: 50 (Minimum Marks: 20)****Instructions to students:**

- This question paper contains 2 printed pages.
- Don't write anything on the Question Paper except writing your Enrolment No.

**Part A****(Maximum Marks: 5)****Q1. State True or False for the following (1 mark each):**

- (a) Slicing and dicing marketing data refers to the process of analyzing and segmenting data to gain deeper insights.
- (b) Price bundling involves offering multiple products or services together at a discounted price.
- (c) Simple linear regression is a statistical technique used for forecasting sales based on a single predictor variable.
- (d) Conjoint analysis is a method used to measure customer preferences for different product attributes.
- (e) Forecasting sales from few data points can be challenging but is essential for making informed business decisions.

**Part B****(Maximum Marks: 15)****Answer the following, in brief.**

- Q3.** Discuss any two of the following in brief: (5)
  - (a) S Curves
  - (b) RFM Analysis
  - (c) Regression
  - (d) Market Basket Analysis and Lift
- Q4.** How does marketing analytics contribute to the strategic decision-making process within the pharmaceutical industry, particularly in areas such as market segmentation, and pricing strategies? (5)
- Q5.** Discuss any two of the following in brief: (5)
  - (a) Collaborative Filtering
  - (b) Revenue Management
  - (c) Monte Carlo Simulation
  - (d) Bass Diffusion Model

**Part C**

**(Maximum Marks: 30)**

**Answer the following, in detail.**

**Q6.** Discuss any five of the following: (10)

- (a) Marketing Decision Making
- (b) One Way ANOVA
- (c) Conjoint Analysis
- (d) SCAN\*PRO Model
- (e) Two Way ANOVA
- (f) Principal Components Analysis (PCA)
- (g) Multidimensional Scaling (MDS)

**Q7.** Discuss the role of forecasting in pharmaceutical sales management, emphasizing its significance in demand planning, inventory optimization, and resource allocation within the pharmaceutical supply chain. (10)

**Q8.** Explore the significance of Excel in pharmaceutical marketing data analytics, highlighting their role in data manipulation, visualization, and analysis to derive actionable insights for strategic decision-making. (10)

Discuss in brief with example for following excel formulas: VLOOKUP, XLOOKUP, MEDIANIF, CONCATENATE, SUMIFS, and COUNTIFS.