Enrolment No.: ....

IIHMR UNIVERSITY

School of Pharmaceutical Management

MBA Pharmaceutical Management

Batch-16th (2024-2026)

First Year, Term 2, End Term Examinations, March 2025

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 & False for the following questions (1 mark each):

a) Linear regression provides a continuous output.

b) Predictive analytics helps resolve why it happened.

c) A pricing strategy is a method for establishing the maximum price for a product or service.

d) Logistic Regression is used when the dependent variable is categorical.

e) The Bass Diffusion Model was developed by John Bass.

Part B

(Maximum Marks: 15)

Answer the following questions (5 marks each):

Q2. Discuss marketing analytics and its types.

Q3. Explain various methods of forecasting new product sales.

Q4. Explain customer lifetime value with an example.

25

Enrolment No.: ....

Part C

(Maximum Marks: 30)

Answer the following questions in detail (Q5-20 marks & Q6 & Q7, 5 marks each):

Q5. Discuss the following:

1. S Curves
2. RFM Analysis
3. Regression
4. Market Basket Analysis and Lift
5. Collaborative Filtering
6. Revenue Management
7. Monte Carlo Simulation
8. Bass Diffusion Model
9. Conjoint Analysis
10. Sales Forecasting

Q6. What are the benefits of market segmentation? Explain and elaborate with examples.

Q7. Explain and elaborate regarding various types of classification algorithms?

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26