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S.Y.M.B.A.

BA618MJ : MARKETING INTELLIGENCE

(2024 Pattern) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) *Attempt all questions.*
2) *All questions carry equal marks.*
3) *Make suitable assumptions wherever necessary.*

Q1) Solve any five of the following: (2 marks each) **[10]**

a) Define "Marketing Analytics".

b) What is "Customer Lifetime Value (CLV)".

c) State the meaning of "Price Elasticity of Demand".

d) What is a Pivot Table in MS Excel?

e) Define "Segmentation Analytics".

f) What is the Pareto Principle (80–20 rule) in sales analysis?

g) Define "Conjoint Analysis".

h) What is "Promotion Analytics"?

Q2) Solve any two of the following (5 marks each)

a) Explain the need and scope of Marketing Analytics for large Indian FMCG companies such as Hindustan Unilever Limited (HUL). **[5]**

b) Discuss the differences between Marketing Analytics and traditional Marketing Research using examples from any Indian consumer durable brands. **[5]**

c) Explain the process of Customer Journey Mapping and its importance in marketing analytics with reference to any service sector such as telecom industry / hospitality industry. **[5]**

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Q3) Attempt any one (10 marks each)

a) An Indian D2C FMCG brand is facing high cart abandonment. Analyze how behavior-derived customer metrics and feedback data can be used to identify problem areas and corrective actions. **[10]**

OR

b) An Indian FMCG brand like Parle wants to analyse its biscuit sales data by state and by pack-size. Explain step-by-step how you will: **[10]**

- Construct crosstabs of two demographic variables
- Apply the Pareto analysis to identify high-impact states
- Add data labels and slicers to make the dashboard manager-friendly

Q4) Attempt any one (10 marks each)

a) A private bank in India wants to evaluate the CLV of its credit-card customers and estimate the probability that a customer is still active. Using the concepts from the syllabus, design the CLV model and explain: **[10]**

- Key inputs needed from transaction and behavioural data
- How sensitivity analysis with two-way tables can guide retention decisions

OR

b) A food-delivery service like Zomato wants to map the customer journey from awareness to advocacy. Explain how journey mapping and customer feedback metrics can be used to: **[10]**

- Identify critical touchpoints that affect repeat orders
- Derive actionable insights to improve customer experience and loyalty

Q5) Attempt any one (10 marks each)

a) An Indian two-wheeler company plans to launch a new electric scooter. Explain how price analytics and MS Excel Solver can be used to estimate a linear demand curve from price-quantity data and to decide the best price that gives maximum profit. **[10]**

OR

b) Design a market segmentation strategy for an Indian fintech company using cluster, analysis and demographic behavioral variables. **[10]**

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