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Total No. of Questions : 5]

PE-12150

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S.Y. M.B.A.

BUSINESS ANALYTICS

BA 618 MJ : 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) Recall the meaning of "Revenue Analytics".

b) Mention any two features of MS Excel useful for Marketing Analytics.

c) What is "Customer Journey Mapping"?

d) Define product-wise sales analysis.

e) State the meaning of "Skimming Pricing" for a new technology product in India.

f) What is "Cluster-wise Segmentation"?

g) Define "Data Label" in charts.

h) What is Customer Lifetime Value (CLV)?

Q2) **Solve any two of the following (5 marks each) :** **[10]**

a) Explain the role of Marketing Analytics in decision making for Indian service brands such as insurance companies and hospitals.

b) Explain price elasticity of demand and its significance in pricing decisions.

c) Distinguish between summarizing data using simple tables and using Pivot Tables, with an appropriate example.

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Q3) **Attempt any one (10 marks each) :** **[10]**

a) A leading Indian airline wants to analyse ticket sales by route, booking channel (website, app, agents) and fare class. Describe step-by-step how you will identify profitable routes and under-performing channels.

b) An Indian OTT video platform wants to summarise viewership data for original web series by age group and city tier. Explain the process of applying the Pareto principle to identify key age-city combinations that contribute most views.

Q4) **Attempt any one (10 marks each) :** **[10]**

a) A leading Indian online grocery (e.g. BLINKIT) platform wants to improve retention of high-value users. Develop a CLV-based approach that includes:

- Steps for computing CLV using purchase frequency and margin data
- How CLV can guide targeted promotions and personalized communication

b) How can conjoint analysis help an Indian smart TV brand decide the best feature combination and price? Explain briefly.

Q5) **Attempt any one (10 marks each) :** **[10]**

a) A large Indian FMCG player plans to introduce combo offers (bundling) for persona) care products on modern trade as well as e-commerce. Describe how -Revenue and cost data can be used to evaluate alternative bundle designs and how to find the most profitable bundle mix.

b) An Indian telecom company wants to group its prepaid customers based on their usage patterns (calls, data usage, OTT subscriptions). Explain how cluster analysis can be used to create customer segments and how these segments can help in planning different promotional offers.

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