

School of Business

Department of Business
Mid Term Examination

Exam Date: 06 Oct 2023

Time : 90 Minutes

Marks : 50

Sem IX - MBBA6008 - Marketing Analytics

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

- 1) Describe the objective of applying independent sample t-test in marketing decision making. K2 (2)
- 2) State the nature of dependent and independent variables in One way ANOVA. Provide an appropriate example. K1 (3)
- 3) Describe the importance of pricing analytics in the competitive business environment. K2 (4)
- 4) Describe concepts of Mean and Standard deviation. How can both help in solving business problems? K2 (6)
- 5) Apply Excel solver for finding the best price of a product that maximizes profit K3 (6)
- 6) A marketer wants to understand whether there is a significant difference in customer perception towards his smartphone brand between male and female customers. Solve the marketer's problem by applying an appropriate statistical tool. Provide a suitable example. K3 (9)
- 7) An online retailing business organisation has large proportion of customers in 'Lead' and 'Iron' segment on the basis of customer profitability. Examine the reasons behind this and suggest appropriate marketing actions. K4 (8)
- 8) Analyze the conditions to be satisfied for applying independent sample t-test. Provide solution if there is any violation of a condition. K4 (12)

OR

Analyze the conditions to be satisfied for applying One way ANOVA. Provide solution if there is any violation of a condition. K4 (12)