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School of Business

Integrated Bachelor of Business Administration - Master of Business Administration
Semester End Examination - Nov 2023

Duration : 180 Minutes
Max Marks : 100

Sem IX - MBBA6008 - Marketing Analytics

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) State skimming pricing strategy. K1 (2)
- 2) Explain important evaluation metrics involved in regression. K2 (4)
- 3) What is Artificial Intelligence (AI)? Explain important terms in AI. K2 (6)
- 4) A manager wants to understand whether customers of different age groups vary on customer satisfaction towards his brand. Solve the manager's problem by applying an appropriate statistical tool. Provide a suitable example. K3 (9)
- 5) The manager of a company is unable to predict daily demand of his products store wise. Identify the predictors of product demand and solve the manager's problem by applying an appropriate statistical tool. How the tool can be used. Provide a suitable example. K3 (9)
- 6) Evaluate methods of calculation of customer lifetime value with examples. K5 (10)
- 7) Analyze the conditions to be satisfied for applying Linear regression. Provide solution if there is any violation of a condition. K4 (12)
- 8) Evaluate important metrics that a business need to track in case of social media analytics. K5 (15)
- 9) Why Shapley regression is particularly useful for attribute modeling? K5 (15)
- 10) Discuss Importance of multidimensional scaling in marketing and areas of business where it can be applied in enhancing business performance. K6 (18)