

Total No. of Questions : 5]

SEAT No. :

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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]**

P.T.O.

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]**

