

D 136310

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Name.....

Reg. No.....

THIRD SEMESTER M.B.A. DEGREE (REGULAR) EXAMINATION**JANUARY 2026**

M.B.A.

BUS 3EB 04—MARKETING ANALYTICS

(2024 Scheme)

Time : Three Hours

Maximum : 60 Marks

Part A*Answer all questions.**Each question carries 2 marks.*

1. State the main reasons for the growing importance of marketing analytics.
2. What are the KPI's in marketing ?
3. Define data visualization.
4. What are marketing touch points ?
5. Write a short note on customer acquisition cost metrics.

(5 × 2 = 10 marks)

Part B*Answer any four questions from this Part.**Each question carries 4 marks.*

6. What is the role of customer life time value analysis in start up growth ?
7. Discuss the role of marketing data in decision making.
8. Explain where and when time series analysis can be used in marketing analytics.
9. Discuss the key performing indicators in marketing.
10. What rules would you follow in implementing recommendation systems ?
11. How can marketers contribute to complying with data privacy ?

(4 × 4 = 16 marks)

Turn over

Part C

Answer any **three** questions from this Part.

Each question carries 8 marks.

12. Assess the evolving nature of marketing analytics in response to the technological advancements and its implication for businesses.
13. Explain the step-by-step process of data collection for marketing analytics highlighting its challenges and solutions.
14. Describe various types of charts used in marketing analytics and their suitability for different types of data representation.
15. Evaluate the challenges and opportunities associated with implementing various marketing mix strategies in a competitive market landscape.
16. Detail the methods used to calculate customer life value considering both quantitative and qualitative factors.

(3 × 8 = 24 marks)

Part D

Compulsory Question.

10 marks.

17. Case Study :

You have recently joined as an Analytics associate on an online shopping store called Panache incorporation that specializes in apparel and clothing. Your CMO seeks analytical inputs to reach hefty targets for sales while marketing budgets have been halved at the same time.

You immediately identified that you are dealing with a common business problem of improving business revenue with reduced cost. You have also realised that there is great opportunity for you to establish analytics practices in the company since there is quick opportunity for you to improve the Income statement.

Additionally, the CMO informed you that last year they carried out marketing campaigns with different offers on the product catalog. A direct mailing catalog was sent to some hundred thousand customers from the base of over a couple of million customers last year with response rate of 4.2 %. The direct mailer was later followed up with SMS messaging's and emails to work on an analytics strategy to help your CMO to leverage on the existing data which comprises of : 1. Customer information 2. Marketing campaigns with different offers on the product catalog conducted last year.

You need to prepare an approach note to be shared with your CMO with the following :

- A) Business issue (2)
- B) What data will you leverage and why ? (3)
- C) What are the possible analytical tools you can utilize to target the customers ? (5)

(10 marks)