UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

Online End Term Examination, Dec 2020

Course: Marketing Analytics   **Semester: III**
Programme: MBA(Business Analytics)   **Time: 03 hrs**
Max. Marks: 100   **Course Code: DSBA8005**

SECTION A

Each Question will carry 5 Marks

S. No.	Select the most appropriate	Marks	CO
		(5x6)	
Q 1.	**Which ONE of the following is mainly used in Web Analytics and is free of charge?** a) Google Analytics b) Radian6 c) AlteranSM2 d) Social Radar		CO1
Q 2.	**Which of the following statements best describes the concept of marketing analytics?** a) Analyzing and managing marketing strategies to measure their effectiveness b)Marketing products to other organizations for use in the production of goods c) Increasing the number of visitors to a website by making sure it appears at the top of the list in a search engine d) Examining and analyzing raw data so that conclusions can be drawn		CO1

Q 3.	**The exploratory research refers to which of the following?**		CO1
	a) To gather preliminary information that will help define the problem and suggest hypotheses		
	b) To gather 100 % correct information that will help to define the problem and lead to a definitive decision		
	c) Aims to describe who buy the product		
	d) All of the above		
Q 4.	**According to the Marketing information system, the marketing environment are described as which of the following?**		CO1
	a)Analysis, planning, implementation, control		
	b)Internal databases, information analysis, marketing intelligence		
	c)Target markets, marketing channels, competitors, publics, macroenvironment forces		
	d)None of the above		
Q 5.	**Which of the following statements is true?**		CO1
	a)Primary data can usually be obtained more quickly and at a lower cost than secondary data		
	b)Marketing intelligence is the systematic collection and analysis of non public information about consumers, competitors and developments in the marketplace		
	c)Marketing intelligence is the systematic collection and analysis of public available information about consumers, competitors and developments in the marketplace		
	d)None of the above		
Q 6.	**What is the last stage of the consumer decision process?**		CO1
	a)Problem recognition		
	b)Post purchase behavior		
	c) Alternative evaluation		
	d) Purchase		

	SECTION B		
	Each question will carry 10 marks	**(10x5)**	
Q 7.	Write the nature, scope and importance of marketing analytics?		**CO1**
Q 8.	What is product market fit?When do you know you have PMF?		**CO2**
Q 9.	What is your understanding about gap analysis? How to do a gap analysis?		**CO2**
Q 10.	What are different analysis you can use for segementation? What is the basic difference between factor,cluster and discriminant analysis? Explain with examples.		**CO3**
Q 11.	What is the role of reliability test, KMO test and Principal component analysis in research?		**CO3**
	SECTION-C		
	Each Question carries 20 Marks	**(20x1)**	
Q 12.	Please read the case "SHAKEEL WEB SOLUTIONS" below and answer the questions based on it : Shakeel is at a crossroads in the development of his business. Three years ago, he left his job as a successful sales representative to develop his own company, Shakeel Web Solutions, which has grown beyond his wildest expectations. The company was an extension of what was initially Shakeel's hobby in terms of a practical skill he possessed in designing simple internet websites for friends and family, The company's success is principally down to Shakeel who has single-handedly performed the sales function whilst his wife, Prerna, managed the business. Shakeel has received backing from the bank that means doubling the size of his business. In particular, Shakeel now needs to employ three new salespeople who will be based in London, Birmingham and Edinburgh respectively to provide countrywide coverage. Although he has always been successful in selling and indeed his new company's growth is down to his personal selling skills coupled with his knowledge of IT and web design, he has never before had to manage a sales force, and certainly not for his own company. Within the next three months, however, Shakeel has to decide what sort of persons he needs and then recruit and select them. He must then train and manage them. Quite simply, despite his extensive experience as a salesperson, he is concerned about where to start. He recognizes the importance of getting this right, as the whole future of his company will depend on the qualities and management of his own salesforce. **Questions :** a)Advise Shakeel regarding what you feel should be the key elements in sizing and managing his new sales force.		**CO4**

	b) What factors Shakeel should consider while setting targets and planning territory allocation to his sales team? c) Identify important factors Shakeel must keep in mind while undertaking compensation planning.		