Register No.:　.................................　Name.:　..

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

THIRD SEMESTER MBA DEGREE EXAMINATION (Regular), DECEMBER 2022
(2021 Scheme)

Course Code :　**21MBA307**

Course Name:　**Marketing Analytics**

Max. Marks　:　**60**　　　　　　　　　　　　　　　　**Duration: 3 Hours**

PART A
(Answer all questions. Each question carries 2 marks)

1. List any four the models of marketing analytics.
2. Define the critical success factors of marketing analytics.
3. Define Pricing Analytics.
4. Narrate on Omni Channel Marketing Analytics.
5. What is the scope of AI for content marketing,

PART B
(Answer any 3 questions. Each question carries 10 marks)

6. Explain PESTLE Porters Five force analysis with an example
7. "Evaluation of reliability and validity of selection models are in vain." How far this opinion is true?
8. Depict the applications of marketing analytics in the different fields of business.
9. Illustrate the significance of web analytics in modern marketing
10. Elucidate the role played by make/buy decisions in business analytics.

PART C
(Compulsory question, the question carries 20 marks)

11. Afina Textiles is an apparel retailer with a 50-year-old legacy started by the father of Mr. Kabir as a small outlet in his hometown in Paramakudi. Since then the store has grown exponentially and today Mr. Kabir manages over 20 stores spread over 10 cities in the southern states. He has inducted his daughter Sheena, a MBA graduate from Wharton as the Marketing Director of the enterprise. An year into her present role, Sheena feels that the store would benefit from opening new channels (online) and adopting a data driven decision making system for their demand management, sales and promotion strategies.
She engages you as a consultant and shares the existing data model of their present billing, purchase and inventory databases which are standalone systems for you to understand the variables available and the logical structure of how this data is linked to one another. She wants to

incorporate and enterprise wide system and as first level discussion has shared some of her questions to you for you to prepare responses.

a. Suggest a suitable technique to forecast sales across different categories ranging from ethnic, formal, casual and sport accounting for changes in seasons. (6 marks)

b. As seasons change, there are different volumes of unsold inventories across these categories. These need to be cleared before the next season as the fresh stock tuned to the latest fashion will come in. Suggest a suitable pricing mechanism for pricing the product and how markdown pricing can be effectively employed for this situation (8 marks)

c. How can Afina us this data presently available to design a promotional campaign also improve customer experience while shopping (6 marks)

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