UPES

UNIVERSITY OF PETROLEUM & ENERGY STUDIES
DEHRADUN
End Term Examination – December, 2019

Program/course: MBA (BA)   Semester –   III
Subject: Marketing Analytics   Max. Marks   : 100
Code   : DSBA8005   Duration   : 3 Hrs

Instruction: Attempt any five questions. All questions carry equal marks.

S. No.	SECTION A	Marks	CO
	Answer all the questions:		
Q1.	Telering, a leading Austrian cellular phone supplier, was severely threatened by competitive activities. Telering identified a new market opportunity, offering no upfront subscription charges, that competitors had trouble mimicking. The new service returned over $20 million in incremental revenue to to Telering. If you were the project lead to identify the new market opportunity, what approach would you have taken? Discuss the merits of the identified approach? Describe the approach in steps, giving details of the data you would collect, respondents you would select, kind of analytics you would use, and how would you interpret the results.	5+5+10	CO3
Q2.	Discuss purchasing decision process with the help of an example.	20	CO2
	SECTION-B Answer any Two		
Q1.	Why is consumer behavior important for a business analyst? How does it help you in planning for marketing analytics for a business?	10+10	CO2
Q2.	What is a marketing experiment? Take an example, and design a marketing experiment for it.	5+15	CO1

Q3.	What is regression analysis? Take an example and explain how can it be used for marketing analytics?	8+12	CO2
SECTION-C Answer any One			
Q1.	What is conjoint analysis? Explain its use in marketing analytics with the help of an example?	8+12	CO2
Q2.	What are the approaches for market sizing? In what scenarios these approaches would be the most suitable? What tools / techniques can you use for implementing these approaches?	6+8+6	CO2