

Roll No.

Total No. of Pages : 03

Total No. of Questions : 10

**MBA (Sem.-3)**  
**MARKETING ANALYTICS**

Subject Code : MBA-961-18

M.Code : 77057

Date of Examination : 22-12-2025

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTIONS-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.

**SECTION - A**

**1. Write briefly :**

- a. What is Customer choice analysis?
- b. Features of Product portfolio analysis.
- c. Define Price Sensitivity.
- d. Importance of Compensation planning in sales force management.
- e. Retail lift and promotional lift
- f. Prescriptive analysis
- g. What is classified advertising?
- h. Applications of e-market.

**SECTION - B**

**UNIT - I**

2. Define customer profitability analysis. How is it beneficial for an organization? Explain the techniques of conducting customer profitability analysis in detail.

3. What do you mean by market share analysis? Discuss the process of conducting market share analysis.

#### **UNIT - II**

4. Elaborate on the factors influencing pricing decisions. Briefly discuss the need and Importance of price-volume analysis.
5. What do you mean by sales territory? Why is sales territory important? Discuss the steps to create sales territory plan with illustrations.

#### **UNIT - III**

6.
  - a) Discuss the various metrics to measure the performance of ads.
  - b) Explain the methods of determining advertising and sales promotion budgets.
7.
  - a) Differentiate between descriptive and diagnostic analysis.
  - b) What is social media analysis? How it is important for an organization's performance?

#### **UNIT - IV**

8. What is E-marketing? Elaborate on the techniques of e-marketing with their advantages and limitations.
9. What are the various components of an e-marketing plan? Explain the steps of creating an e-marketing plan.

#### **SECTION - C**

#### 10. **CASE STUDY :**

IDEO is the largest and one of the most influential design consultancy firms in the United States. The company has created many recognizable design icons of the technology age, including the first laptop computer, the first mouse for Apple, the Palm Y- PDA and the TiVo digital video recorder. Beyond its high-tech wizardry, the company has designed revolutionary household items such as the Swiffer Sweeper and Crest's stand-up toothpaste tube, both for Procter & Gamble. IDEO's diverse roster of clients includes AT&T, Bank of America, Ford Motor Company, PepsiCo, Nike, Marriott, Caterpillar, Eli Lilly, Lufthansa, Prada and the Mayo Clinic. IDEO's success is predicated on an approach called "design thinking"—an innovative method that incorporates behavior into design. It's an unconventional way of problem solving and starts by forming teams of

individuals with various backgrounds and experiences. Team members range from anthropologists and journalists to MBAs and engineers. IDEO's belief is that if you bring together a diverse group with these talents, they will build upon each other's ideas and come up a solution that one mind cannot reach alone.

IDEO uses different methods of behavioral research and observation to get into the mind of the consumer. This helps IDEO uncover deep insights and understand how consumers purchase, interact with use and even dispose of products. For example, one method shadows consumers, takes pictures or videos of them during product purchase or use occasions and conducts in-depth interviews with them to further evaluate their experiences. IDEO also invites consumers to use storytelling techniques and share personal narratives, videos, skits, or even animations about their experiences with a product or service. IDEO's human-centered approach runs counter to the prevailing wisdom of many high-tech firms that focus more on their own capabilities when designing products. David Blakely, head of IDEO's technology group, explained, that the company designs products that consumers want and value.

Marriott hired IDEO to help make its Courtyard by Marriott hotels more appealing to younger guests. IDEO conducted interviews and observed guests in the hotel's lounges, lobbies and restaurants. Its research revealed that younger guests were turned off by the lack of activity in the hotel's public places, the lack of technology offered and poor food options. As a result, Courtyard by Marriott updated its furniture and decor to be more comfortable and inviting. The hotel added advanced technology options throughout its lobbies and lounges, such as flat-screen TVs and free Wi-Fi. Courtyard even created new outdoor hangout spots with sound speakers and fire pits. After the renovations, the chain changed its tagline to "Courtyard. It's a New Stay." IDEO encourages its clients, even senior executives, to participate in the research so they get a sense of the actual consumer experience with their product or service. For example, when it created a prototype for Apple's first mouse, Steve Jobs didn't like the sound it made when it moved around on a desk and insisted that IDEO find a way to reduce the noise. IDEO's novel consumer-led approach to design has generated countless success stories and awards for the firm and its clients.

**Questions :**

- a. Why has IDEO been so successful?
- b. What is the most difficult challenge it faces in conducting its research and designing its products?
- c. In the end, IDEO creates great solutions for companies that then receive all the credit. Should IDEO try to create more brand awareness for itself? Why or why not?

**NOTE: Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**