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Total No. of Pages : 03

Total No. of Questions : 17

MBA (2018 Batch) (Sem.-3)**MARKETING ANALYTICS**

Subject Code : MBA-961-18

M.Code : 77057

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) Why is it important to undertake customer choice analysis?
- 2) What is meant by cannibalisation analysis?
- 3) Identify importance of undertaking price-value analysis.
- 4) Highlight importance of territory planning for the sales team.
- 5) What factors should be kept in mind while setting targets for the salesforce?
- 6) What are the features of diagnostic analysis?
- 7) What is meant by search engine optimization?
- 8) Outline features of email marketing.

SECTION-B**UNIT-I**

- 9) a) Highlight the importance of undertaking market share analysis.
b) Identify important techniques of sales forecasting.
- 10) a) What are the advantages of undertaking product portfolio analysis?
b) Outline methods of Customer profitability analysis with illustrations.

UNIT-II

- 11) a) Outline important factors to be considered while pricing a product.
b) Highlight features of price- volume analysis, with examples.
- 12) a) Highlight important considerations while determining sales force sizing.
b) What are features of good compensation plan? Elaborate

UNIT-III

- 13) a) Identify important components of a good media plan, with illustrations.
b) What factors should be kept in mind while determining budget for sales promotion?
- 14) a) Critically examine the importance of undertaking-social media analysis. Give illustration in support of your answer.
b) Write a note on descriptive analysis.

UNIT-IV

- 15) a) Highlight relative advantages and disadvantages of e-marketing, by citing suitable illustrations.
b) What are the distinguishing features of online buying process? Elaborate.
- 16) Highlight components of a good e-marketing plan. What are important elements of e-marketing mix? Elaborate.

SECTION-C

- 17) **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.
- 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.

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.