

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 6860 L

Unique Paper Code : 2923100022

Name of the Paper : Marketing Analytics

Name of the Course : **B.A. (H) Business Economics**

Semester : VIII

Duration : 3 Hours Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt **all** parts of a particular question together.
3. Attempt any **five** questions. **All** questions carry equal marks.

1. Explain the concept of multi-dimensional scaling?

Discuss how it is relevant in creating consumer perception. (9+9)

2. "Data-driven marketing improves efficiency but may overlook human insights." Critically evaluate this statement with reference to marketing analytics. (18)

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3. Discuss key social media metrics such as engagement rate, reach, and impressions. How do these metrics help in evaluating campaign performance? (18)

4. Explain the concept of Customer Lifetime Value (CLV).

How can firms use CLV for segmentation and strategic decision-making? (18)

5. Explain the concept of marketing dashboards and KPIs.

How do organizations design effective dashboards for decision-making?

Discuss challenges in implementation. (6+6+6)

6. What is predictive and prescriptive modelling in marketing?

Explain their role in demand forecasting and personalization strategies. (9+9)

7. Write short notes on any **three** of the following :- (6+6+6)

(a) Big data

(b) Customer segmentation

(c) Click through rate

(d) Dynamic targeting

(500)

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