

[This question paper contains 3 printed pages]

Your Roll No. :

Sl. No. of Q. Paper : **7537** **I**

Unique Paper Code : 2923100022

Name of the Paper : Marketing Analytics

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

Semester : VIII

Time : 3 Hours **Maximum Marks : 90**

Instructions for Candidates :

- (a) Write your Roll No. on the top immediately on receipt of this question paper.
 - (b) Attempt all parts of a particular question together.
 - (c) Attempt any **five** questions. **All** questions carry equal marks.
- 1.** Explain the concept of Customer Relationship Management (CRM). Discuss its integration with marketing analytics for customer retention and growth. (9+9 marks)

P.T.O.

2. Compare and contrast factor analysis and cluster analysis. How can they be used together in consumer research? Use examples to elaborate. (18 marks)
3. "What gets measured gets managed." Critically analyze this statement in the context of marketing metrics. (18 marks)
4. Explain the concept of big data in marketing. How does big data analytics create value for organizations? Discuss the challenges associated with big data analytics in marketing. (6+6+6 marks)
5. Explain the role of digital advertising metrics such as CPC, conversion rate, and bounce rate. How do these metrics influence marketing strategy? (9+9 marks)
6. Discuss the role of causal research in marketing analytics. How does it differ from exploratory and descriptive research? Provide examples. (9+9 marks)

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

- (a) AIDA
- (b) Conjoint Analysis
- (c) Churn Rate
- (d) Dynamic Targeting
