MARKETING ANALYTICS – 534ECO

SEM III Marketing Elective

QUESTION BANK

Unit I: Marketing Analytics Framework

PART A – 1 Mark Questions

1. Define Marketing Analytics.
2. What is a marketing model?
3. What is meant by market insight?
4. Define market data sources.
5. What are outliers in data?
6. What is market sizing?
7. What does PESTLE stand for?
8. Define Porter's Five Forces.
9. What is segmentation?
10. What is targeting?
11. Define positioning.
12. What is regression analysis?
13. What is cluster analysis?
14. Define perceptual mapping.
15. What is the purpose of STP (Segmentation, Targeting, Positioning)?

PART B – 5 Mark Questions

1. Explain the importance of market insights in marketing analytics.
2. Discuss the various market data sources used in marketing analytics.
3. Explain the treatment of outliers with suitable examples.

4. Describe the steps involved in market sizing.
5. Explain the PESTLE analysis framework with examples.
6. Describe the relevance of Porter's Five Forces analysis in marketing.
7. Explain the process of market segment identification.
8. Discuss targeting strategies with examples.
9. Write a short note on regression analysis and its applications.
10. Explain perceptual mapping techniques in marketing analytics.

PART C – 10 Mark Questions

1. Provide a detailed explanation of the Marketing Analytics Framework with models and applications.
2. Discuss PESTLE market analysis in detail with examples for each factor.
3. Explain Porter's Five Forces model and its role in competitive market assessment.
4. Describe the STP (Segmentation, Targeting, Positioning) process in detail with examples.
5. Explain the significance of market sizing and the techniques used for estimating market potential.
6. Discuss regression and cluster analysis as tools for marketing decision-making.
7. Provide a detailed explanation of perceptual mapping and its role in brand positioning.
8. Explain various types of market data sources and how they support analytics-driven decisions.
9. Discuss the treatment of outliers and the impact of improper handling in marketing analytics.
10. Explain the role of marketing models in managerial decision-making with examples.

Unit II: Business Strategy and Operations

PART A – 1 Mark Questions

1. What is strategy selection in analytics?
2. Define strategic scenario.
3. What is a strategic decision model?
4. What are strategic metrics?
5. Define forecasting.
6. What is predictive analytics?
7. Define data mining.
8. What is a balanced scorecard?
9. Define critical success factors (CSFs).
10. What is operational analytics?

PART B – 5 Mark Questions

1. Explain analytics-based strategy selection with an example.
2. Describe strategic scenarios and their relevance in decision-making.
3. Discuss strategic decision models in business analytics.
4. Explain various strategic metrics used in analytics.
5. Describe forecasting techniques used in marketing and operations.
6. Explain the role of predictive analytics with examples.
7. Discuss the importance of data mining in business strategy.
8. Explain the Balanced Scorecard framework.
9. Describe Critical Success Factors and their role in strategic planning.
10. Discuss the role of operational analytics in improving business performance.

PART C – 10 Mark Questions

1. Discuss in detail the analytics-based strategy selection process using strategic models.
2. Explain strategic scenarios, decision models, and strategic metrics with suitable examples.
3. Describe forecasting methods and their applications in business operations.
4. Discuss predictive analytics in depth with industry examples.
5. Provide a detailed overview of data mining and its strategic impact.
6. Explain the Balanced Scorecard framework and its dimensions with examples.
7. Discuss Critical Success Factors (CSFs) and their importance in strategic management.
8. Explain how analytics enhances business strategy and operational decisions.
9. Discuss the role of data-driven insights in improving strategic decision-making.
10. Describe how forecasting, predictive analytics, and data mining integrate into business operations.

Unit III: Product and Price Analytics

PART A – 1 Mark Questions

1. What is conjoint analysis?
2. Define decision tree model.
3. What is portfolio resource allocation?
4. Define product metrics.
5. What is attribute preference testing?
6. Define price discrimination.

7. What is value-based pricing?
8. What is profitable pricing?
9. Define business market pricing.
10. What is pricing assessment?

PART B – 5 Mark Questions

1. Explain conjoint analysis with an example.
2. Discuss decision tree models in product analytics.
3. Describe portfolio resource allocation and its importance.
4. Explain product/service metrics used in analytics.
5. Discuss pricing techniques used in business markets.
6. Explain profitable pricing strategies.
7. Describe price discrimination with industry examples.
8. Discuss attribute preference testing.
9. Explain the relevance of product analytics to marketing decisions.
10. Describe steps in pricing assessment.

PART C – 10 Mark Questions

1. Provide a detailed discussion on conjoint analysis and its application.
2. Explain decision tree models and their relevance in product analytics.
3. Discuss portfolio resource allocation and its role in product strategy.
4. Describe pricing techniques and their application in business markets.
5. Explain profitable pricing strategies with examples.
6. Discuss product/service metrics and attribute preference testing.
7. Provide a detailed explanation of price discrimination types.
8. Explain the role of price analytics in marketing strategy.

9. Discuss the challenges and opportunities in pricing decisions.
10. Compare value-based, cost-based, and competition-based pricing models.

Unit IV: Distribution and Promotions Analytics

PART A – 1 Mark Questions

1. Define distribution analytics.
2. What are channel characteristics?
3. What is retail location selection?
4. Define multi-channel distribution.
5. What is promotion budget estimation?
6. Define ad value equivalence (AVE).
7. What are promotion metrics?
8. What is CPM in traditional media?
9. Define engagement rate in social media.
10. What is channel evaluation?

PART B – 5 Mark Questions

1. Explain distribution channel characteristics.
2. Describe the factors influencing retail location selection.
3. Explain channel evaluation and selection.
4. Discuss multi-channel distribution strategies.
5. Explain promotion budget allocation methods.
6. Describe the ad value equivalence model.
7. Discuss promotion metrics for traditional media.
8. Explain social media promotion metrics.
9. Describe the role of promotions analytics in marketing.

10. Discuss the importance of distribution analytics in business planning.

PART C – 10 Mark Questions

1. Provide a detailed explanation of distribution channel characteristics and evaluation.
2. Discuss retail location analysis and factors influencing store placement.
3. Explain multi-channel distribution and its strategic challenges.
4. Provide an in-depth explanation of promotion budget estimation and allocation.
5. Discuss traditional media metrics vs social media metrics with examples.
6. Explain the ad value equivalence model and its limitations.
7. Discuss how distribution and promotion analytics improve marketing ROI.
8. Describe the integration of distribution analytics with promotional strategies.
9. Provide a comprehensive overview of promotion analytics.
10. Discuss the role of analytics in optimizing distribution channels.

Unit V: Sales Analytics

PART A – 1 Mark Questions

1. What is sales analytics?
2. Define e-commerce sales model.
3. What are sales metrics?
4. Define profitability metrics.
5. What are support metrics?
6. What is a rapid decision model?
7. Define data-driven presentations.
8. What is conversion rate?

9. What is customer retention rate?
10. What is meant by contemporary issues in marketing analytics?

PART B – 5 Mark Questions

1. Explain the components of an e-commerce sales model.
2. Describe key sales metrics used in analytics.
3. Discuss profitability metrics with examples.
4. Explain support metrics and their importance.
5. Describe rapid decision models used in sales analytics.
6. Explain the importance of data-driven presentations.
7. Discuss challenges in e-commerce sales analytics.
8. Explain opportunities for analytics in modern sectors.
9. Describe KPIs used in sales reporting.
10. Discuss metrics for evaluating sales performance.

PART C – 10 Mark Questions

1. Provide a detailed explanation of the e-commerce sales model with applications.
2. Discuss sales, profitability, and support metrics comprehensively.
3. Explain rapid decision models in sales analytics with examples.
4. Discuss the role of data-driven presentations in decision-making.
5. Explain contemporary issues in sales analytics and emerging opportunities.
6. Provide a detailed overview of sales analytics and its application in different sectors.
7. Discuss the integration of sales analytics with marketing and operations.
8. Explain the role of analytics dashboards in improving sales performance.

9. Provide detailed case studies on the use of analytics in sales optimization.
10. Discuss how technology and machine learning are shaping the future of sales analytics.