Maharashtra Education Society
Institute of Management & Career Courses, Pune (Autonomous)
End Term Question Paper
AY 2025-26
Semester: III

Course Code: SC-MKT-07 **Course Name: Marketing Analytics**
Total Marks: 50 **Time:2hours 30 mins**

Instructions:

i. **All questions are compulsory**
ii. **Draw suitable diagrams wherever necessary.**

Question No. 1: "How would you analyze the concept of Marketing Analytics and examine the detailed process through which Ms. ABC can implement the Marketing Analytics Process in her business for effective decision-making?" **[10 Marks]**

Question No. 2: GloboTech," a consumer electronics company in smart home devices, faces intense competition and slowing market growth. The marketing team seeks to make strategic decisions on **pricing, product positioning, and new product development**. They are considering advanced techniques like **Conjoint Analysis, Choice Modeling, and Brand Equity Measurement** to understand customer preferences, willingness to pay, and brand perception.

Question: As a marketing consultant, explain how these techniques can support strategic decision-making. Evaluate their application in:

1. **Pricing** – determining optimal price points and trade-offs.
2. **Product positioning** – identifying differentiating features.
3. **Product development** – guiding new products or enhancements based on customer preferences and brand strength. **[10Marks]**

Question No. 3: Solve any Two of below (15 marks each) **[30 Marks]**

a) XYZ Electronics, a mid-sized consumer electronics firm, is preparing to launch a new line of smartwatches in a highly competitive market dominated by Apple and Samsung. The company is unsure about which features (battery life, fitness tracking, design aesthetics, price range, or brand collaborations) to emphasize. While R&D has suggested multiple design prototypes, the marketing team faces challenges in deciding the right **price point**, **product positioning**, and **feature mix**. Moreover, since XYZ is a lesser-known brand, the management is worried whether the brand equity is strong enough to justify premium pricing against established competitors.

Question: Discuss how advanced techniques such as **conjoint analytics, choice analytics, and brand equity measurement** can contribute to strategic decision making for XYZ Electronics. Evaluate the application of these techniques in **pricing, product positioning, and product development**.
[15 Marks]

b) Ms. ABC manages a mid-sized supermarket chain. To improve cross-selling opportunities and long-term growth, she has started exploring different marketing analytics tools.

1. **Market Basket Analysis (Lift):** Initial studies reveal that customers frequently purchase breakfast cereals with milk, and chips with soft drinks, indicating potential for bundled promotions.
2. **Characteristics of Marketing Analytics:** Her team emphasizes that effective analytics must be data-driven, predictive, and actionable to guide decision-making.
3. **S-Curve Analysis:** The sales data of certain product categories (like organic foods) shows an initial growth phase, but other categories (like canned goods) are reaching maturity, suggesting the need for strategic product lifecycle decisions.

Question:
Evaluate how Ms. ABC can integrate Market Basket Analysis (Lift), the core Characteristics of Marketing Analytics, and S-Curve Analysis to design an effective business growth strategy. Which of these tools should she prioritize to ensure both short-term sales improvements and long-term sustainability? Justify your recommendation with suitable reasoning from the caselet. [**15 Marks]**

c) "FreshBite," a fast-growing food delivery startup, is struggling to retain customers and optimize its marketing spend. The management wants to leverage **Marketing Analytics** to better understand customer behavior, measure campaign performance, improve sales strategies, and make data-driven decisions.

Question:
Discuss the **scope, importance, and applications** of Marketing Analytics in modern business. Explain how FreshBite can use analytics to:

1. Understand customer preferences and behavior.
2. Measure the effectiveness of marketing campaigns.
3. Improve sales and promotional strategies.
4. Support data-driven decision-making for growth and profitability.

Provide examples of insights Marketing Analytics could generate to help FreshBite achieve its business objectives **[15 Marks]**