

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

**SECTION A**

1. **Attempt all questions in brief.** 2\*10=20
- What is stakeholder?
  - What is price skimming?
  - What do you mean by sales?
  - What is primary and secondary data?
  - Define PPC.
  - What is advertising?
  - What is the marketing analytics?
  - What is the costumer value?
  - Define brand?
  - Define discount?

**SECTION B**

2. **Attempt any three of the following** 10\*3=30
- What is marketing Analytics? Explain the natures, importance and features.
  - Define the Pricing. Discuss the Pricing Multiple Products and Incorporating Complementary Products.
  - What is the STP Framework. Discuss the customer life time value.
  - Define the types of advertising.
  - Define the Uses of conjoint analysis.

**SECTION C**

3. **Attempt any one part of the following:** **10x1=10**
- Discuss the new realities of marketing decision making Market Sizing. Discuss the Applications & Approaches of marketing analytics.
  - What is marketing Analytics? Explain the natures, importance and features.
4. **Attempt any one part of the following:** **10x1=10**
- Define the Estimating Linear and Power Demand Curves.
  - Define the Profit Maximizing strategies using Nonlinear Pricing Strategies
5. **Attempt any one part of the following:** **10x1=10**
- Define the market segmentation and discuss its process.
  - Define the short notes:
    - Cluster sampling
    - product positioning
6. **Attempt any one part of the following:** **10x1=10**
- Define the market basket analysis. Discuss the Retail Space and Sales Resources and modeling.
  - Define the advertising. What are the uses of advertising in marketing? Discuss Measuring the Effectiveness of Advertising.
7. **Attempt any one part of the following:** **10x1=10**
- What is the difference between Sales and marketing? Explain the sales forecast and Modeling trend and seasonality
  - Discuss the New Product Conjoint analysis.

