

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

SECTION A

2*10=20

1. **Attempt all questions in brief.**
- Define PPC.
 - What is price skimming?
 - What is the marketing analytics?
 - What is primary and secondary data?
 - What is stakeholder
 - What is advertising?
 - What do you mean by sales?
 - What is the costumer value?
 - Define Door to door sales?
 - Define Commission?

SECTION B

10*3=30

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

