VPM's
DR VN BRIMS, Thane
Programme: PGDM (2015-17) (Mktg.)
Fifth Trimester Examination December 2016

Subject	**Data Analytics, Big Data & Data Mining**		
Roll No.		**Marks**	**60 Marks**
Total No. of Questions	**7**	**Duration**	**3 Hours**
Total No. of printed pages	**2**	**Date**	**29.12.2016**

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.
Q1) 20 Marks (Compulsory)

a) You are appointed as a Manager – Analytics at Mercedes-Benz India Pvt. Ltd.
You are asked to collect data from customers to improve the company's processes and design better cars.
What could be the sources to collect this data?
Once all relevant data is collected, what will be you strategies to analyze the data and give suggestions to the company?
Apart from marketing and promotion of Mercedes cars, list other areas where your data analytics can help the company.

b) Now more than ever, retail brands are engaging consumers on social networks to offer deals, allow users to socialize around purchases, and more. **Levi's Jeans** was one of the brands that was first to use Facebook as a tool for sales and marketing initiatives and has launched a number of compelling campaigns using Facebook.
As one of Facebook's initial partners using the social network's new *Like* functionality, Levi's allows Facebook users to like products on Levi's online store and its Facebook page (which has nearly 500,000 likes) and share their favorite items with their friends. Within the first week, Levi's got more than 4,000 likes, says Inside Facebook. In terms of Twitter, Levi's recently enlisted a "Levi's Guy," 23-year-old graduate Gareth, to engage consumers on the microblogging platform. He has over 6,000 followers and is responsible for responding to and engaging in conversations about the Levi's brand on Twitter. Levi's director of digital marketing, Megan O'Connor, says that the engagement with both Twitter and Facebook is about creating and informing brand ambassadors that will help drive sales through their own actions and word of mouth.
Where could analytics help Levi's?

Attempt Any FOUR from the Remaining SIX Questions
Q2) ***Any two from (a) or (b) or (c) ———— (5x2) = 10 Marks***
a) Explain the concept of Data Analytics with an example.
b) What is Digital Marketing? Why may a company need digital marketing?
c) Explain the various forms of digital marketing.

Q3) ***Any two from (a) or (b) or (c) ———— (5x2) = 10 Marks***
a) What is Data Warehousing? What are its benefits?
b) Explain the concept of Business Intelligence.
c) Explain Point-of-Sale Marketing.

Q4) ***Any two from (a) or (b) or (c) ———— (5x2) = 10 Marks***
a) Explain Strategic Pricing with an example.
b) Explain Tactical Pricing with an example.
c) What is Customer Analytics? How is it different from Marketing Analytics?

Q5) ***Any two from (a) or (b) or (c) ———— (5x2) = 10 Marks***
a) What is Affinity Analysis? Explain with an example.
b) Explain the terms : Clickstream, Competitive Intelligence and Insights.
c) When does an organization feel to opt for Analytics?

Q6) ***Any two from (a) or (b) or (c) ———— (5x2) = 10 Marks***

a) What factors should you think before selecting a vendor for analytics?
b) What is Customer Lifetime Value? Explain its purpose, with relevant example.
c) Explain Search Engine Optimization.

Q7) ***Any two from (a) or (b) or (c) ———— (5x2) = 10 Marks***

a) What are Pay Per Click advertisements?
b)

Coke	Coke	Diet Coke	Thumbs Up	Pepsi
Diet Coke	Pepsi	Pepsi	Sprite	Coke
Pepsi	Diet Coke	Coke	Coke	Sprite
Sprite	Diet Coke	Sprite	Diet Coke	Thumbs Up
Thumbs Up	Sprite	Thumbs Up	Pepsi	Thumbs Up
Diet Coke	Coke	Diet Coke	Pepsi	Pepsi
Coke	Thumbs Up	Thumbs Up	Thumbs Up	Coke
Coke	Sprite	Coke	Sprite	Sprite
Sprite	Diet Coke	Sprite	Thumbs Up	Diet Coke
Thumbs Up	Thumbs Up	Diet Coke	Diet Coke	Coke

Calculate frequency and percent frequency for each drink. Show frequency using a graph diagram and percent frequency using pie-chart.

c)

Employee	Monthly Salary (in Rs.)
E01	25000
E02	35000
E03	37000
E04	55000
E05	50000
E06	45000
E07	20000
E08	30000
E09	37000
E10	45000

Calculate Mean, Median, Mode and Range for the above data.