

VPM's
DR VN BRIMS, Thane
Programme: PGDM (2014-16)
Fifth Semester Examination January 2016

Subject	Marketing analytics, big data and data mining		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages		Date	12.01.2016

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1) 20 Marks (Compulsory)

Consider any e-commerce site that you use (amazon.in, flipkart, myntra or any other of your choice) and write detailed notes on how data is captured in the site and how is the captured data analyzed.

Attempt Any FOUR from the Remaining SIX Questions

Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Draw graphical representations of $r = -0.6$; $r = 0$; where r is coefficient of correlation
- b) What is Big-data? Name 2 sources of big data.
- c) What is data visualization? How is it helpful in analysis?

Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

Write short notes on:

- a) Data Warehousing
- b) Cluster Analysis
- c) Data capture through mobile apps

Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Which is a preferred way of data acquisition, site or app? Why?
- b) List 3 Google tools which help you effectively utilize available data.
- c) What is data mining?

Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

The marketing manager of a mobile phone company realizes that a large number of customers are discontinuing their service, leaving her company in favor of some competing provider. As can be imagined, low customer loyalty, also known as customer attrition or churn, is a critical factor for many companies operating in service industries.

- a) What data is required to assess the situation?
- b) How can you use data generated by the company's website to create appropriate strategies to tackle this situation?
- c) Can you use social media monitoring to figure out the reasons for churn? How?

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

- a) What are cross sell models and up sell models?
- b) What are data sources? Name five data sources for an online gift store.
- c) What is predictive analytics?

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

- a) What is a heat map? How is it useful in data analysis?
- b) What is data reliability?
- c) What is metadata? Why is it so relevant?