

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**B.Com. DEGREE EXAMINATION – HONOURS****THIRD SEMESTER – NOVEMBER 2022****UBH 3501 – MARKETING METRICS**

Date: 23-11-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION A**Answer ALL the Questions**

1. MCQ		(5x1=5 Marks)	
a.	_____ calculates as the number of percentage of people in the market who spontaneously recommend the brand to others. A. Brand advocacy ratio B. Purchase action ratio C. People action ratio D. ROE	K1	CO1
b.	In what ways can site traffic help in assessing the market value? a. Overall site traffic can be followed, and a general idea of marketing's impact can be determined. b. There is no association between the site traffic and marketing c. Ads can send receivers to a specific landing page, which can be tracked d. Product sales from the company website can be attributed directly to the marketing campaign	K1	CO1
c.	Marketing Dashboards are a _____ way to disseminate the insights gleaned from marketing measures and marketing mix modelling within an organization. a) Unstructured b) Structured c) Both a & b d) None of the above	K1	CO1
d.	Marketing metrics approach is used for a) Assessing marketing effects b) Estimate casual relationships c) Measure how marketing activity affects outcomes d) None of the above	K1	CO1
e.	_____ focuses on incremental growth instead of baseline sales or long-term effects. a) Marketing-mix modelling b) Marketing metrics c) Marketing Dashboard d) None of the above	K1	CO1

2.	Answer the following	(5x1=5 Marks)	
a.	Define: Marketing Metric	K1	CO1
b.	Enumerate: Customer Equity	K1	CO1
c.	Identify any one customer retention metric	K1	CO1
d.	Examine baseline sales	K1	CO1
e.	Identify any one KPI of social media marketing	K1	CO1
3.	Multiple choice question	(5x1= 5 Marks)	
a.	Identify why must the marketers monitor the competitor's activities? A. The competitor may destroy the organization B. The competitor may threaten the monopoly position of the company C. New offerings of a competitor may need alterations in one or more components of the company's marketing mix D. The competitor may be violating the law to gain an advantage	K2	CO2
b.	Catalogues, sponsored events, and digital media presence are closely associated with the marketing mix activity of? A. Product development B. Pricing C. Promotion D. Sales	K2	CO2
c.	Express in an organization strategic marketing planning must begin with? A. Hiring a senior planning consultant B. Establishing organizational goals and objectives C. Writing the mission statement D. Writing the vision statement	K2	CO2
d.	The evaluation of the difference between total benefits and total costs of one marketing offer in comparison to competitive offers is known as? A. Customer satisfaction B. Customer perceived value C. Customer expectation D. Customer relationship	K2	CO2
e.	Which of the following option will correctly give the success rate of the latest Facebook post? a. Click-through and pageviews b. Impressions and click-through c. Likes and Impressions Reach and engagement	K2	CO2
4.	Answer the following	(5x1=5 Marks)	
a.	Demonstrate cannibalisation rate	K2	CO1
b.	Indicate reservation price	K2	CO1

c.	Explain ROMI	K2	CO1
d.	Express bounce rate	K2	CO1
e.	Interpret Brand loyalty with example	K2	CO1

SECTION B

Answer any TWO of the following in 100 words (2x10=20 Marks)

5.	Demonstrate why goal setting is very important for a business with examples	K3	CO2
6.	Illustrate the need and importance for marketing metrics for a business	K3	CO2
7.	Illustrate the difference between operational and strategic planning with examples	K3	CO2
8.	Interpret the roles and responsibilities of CEO and CFO in an organisation	K3	CO2

SECTION-C

Answer any TWO of the following in 100 words (2x10=20 Marks)

9.	Infer “Marketing plan is more important than marketing strategy “	K4	CO3
10.	Appraise the need , importance and ways of calculating customer equity	K4	CO3
11.	Compare and contrast between customer profitability and customer life time value	K4	CO3
12.	Point out why business has to sell the results not the product to be successful in the market with examples of your own	K4	CO3

SECTION D

Answer any ONE of the following in 250 words (1 x 20 = 20 Marks)

13.	Evaluate the important KPI metrics a company must track with examples	K5	CO4
14.	Summarize the important metrics that you will track as CEO/ CFO of an organization and state the reasons for the same	K5	CO4

SECTION E

Answer any ONE of the following in 250 words (1x20=20 Marks)

15.	Create a product portfolio of a brand of your choice based on BCG matrix	K6	CO5
16.	Create a sales pipeline stages and marketing strategies to be used in each stages for a product of your choice	K6	CO5
