



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – HONOURS

THIRD SEMESTER – NOVEMBER 2023

UBH 3501 – MARKETING METRICS

Date: 01-11-2023

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION A - K1 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

1. Match the following

a)	Analysing and monitoring	Medium-term
b)	Post Purchase	social media
c)	Strategy board	Google Analytics
d)	Website Traffic	Customer Churn
e)	KPI	NPV

2. True or False

a)	Marketing activities today are completed in much the same way they have always been done
b)	Marketing is particularly important when businesses produce a low-quality product
c)	Marketing includes distribution, pricing, credit, and customer services
d)	Developing marketing skills can actually help you be a more effective consumer.
e)	Father of Modern Marketing -Philip Kotler

SECTION A - K2 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

3. Fill in the blanks

a)	Different price points for a different level of quality for a company's related products is a part of which pricing strategy_____
b)	Which concept holds that consumers will Favor the products that are easily available at an affordable price_____
c)	Producers, wholesalers, and retailers act as a unified system to form a_____
d)	The rate of sales growth declines in the_____ stage of the product life cycle
e)	Dividing the market into homogeneous groups is called_____

4. Answer the following

a)	NPV and ROMI
b)	Marketing strategy
c)	Product Management metrics
d)	Marketing Dashboards
e)	Marketing metrics

SECTION B - K3 (CO2)

Answer any TWO of the following in 100 words each.

(2 x 10 = 20)

5.	Discover the customer profitability metrics and how its profitable for specific customer.
6.	Illustrate marketing mix and explain the resources allocation process.
7.	Estimate the metrics for CEO and CFO's and explain its importance.
8.	Examine the sales force and Portfolio management in metrics.

SECTION C – K4 (CO3)

Answer any TWO of the following in 100 words each.

(2 x 10 = 20)

- | | |
|-----|--|
| 9. | Summarise the significance of marketing strategy and explain the essentials of a good marketing strategy |
| 10. | Enumerate the common marketing metrics & explain the importance and need of metrics. |
| 11. | Illustrate implementation of marketing metrics indicators. |
| 12. | Discriminate, CEOs and CFO -ROL, ROMI and NPV |

SECTION D – K5 (CO4)

Answer any ONE of the following in 250 words

(1 x 20 = 20)

- | | |
|-----|---|
| 13. | Measure the Price, pricing strategy and explain kinds of pricing with suitable examples |
| 14. | Distinguish between Finance department metrics and product management metrics. |

SECTION E – K6 (CO5)

Answer any ONE of the following in 250 words

(1 x 20 = 20)

- | | |
|-----|---|
| 15. | Express the relationship between marketing metrics and financial performance. |
| 16. | Design marketing Dashboards for any social media performance and explain the benefits of dashboards |

&&&&&&&&&&