PGDM / PGDM (IB), 2015-17

Marketing Research and Analysis

Subject Code: DM-533/ IB-510

Trimester – V, End-Term Examination: December 2016

Time allowed: 2 hrs 30 min **Max Marks: 50**

Roll No: _____

Instruction: Students are required to write Roll No on every page of the question paper, writing anything except the Roll No will be treated as **Unfair Means.** In case of rough work please use answer sheet.

Section - A

Attempt any 3 out of 5 questions from this section. Each question carries 5 marks .

Q A1 How the variables are standardized in cluster analysis?

Q A2Discuss the process of setting up of solver model for Cluster Analysis.

Q A3 You want to forecast the total revenue from a movie. Discuss the process.

Q A4How maximum likelihood is estimated in a logistic regression?

Q A5How frequency of a customer is ranked?

Section B

Attempt any 2 out of 4 questions from this section. Each question carries 10 marks.

QB1 Explain Three-way lifts with example and its process of optimization.

Q B2What is RFM analysis? How you decide to contact a customer based on RFM analysis?

Q B3 How could the ADBUDG curve be used to determine optimal allocation of advertising for different Suzuki car models?

Q B4 Discuss the process of three-cluster analysis of cities based on following variables:

a) Unemployment rate
b) Per capita income
c) Median age
d) Percentage of digital literacy

Section - C

Compulsory Case Study (15 Marks)

Suppose 3000 square feet is to be allocated between seasonal and non-seasonal items. You are to allocate at least 600 floor space square feet to each type of item. Estimated profit as function of floor space is given.

space in square feet	seasonal Sales	non-seasonal sales
500	357770.9	1056381.404
750	438178	1217454
1000	505964.4	1346422.145
1250	565685.4	1455793.415
1500	619677.3	1551719.389

a) What type of relationship exists between floor space and sales? 3 marks
b) What is the procedure of determining the parameters of the function? 6 marks
c) Discuss the process of allocation of floor space to each type of item. 6 marks