

PGDM / PGDM(IB) 2016-18
Marketing Research & Analytics
(Set-C)

DM-437/IB-415

Trimester – IV, End-Term Examination: September 2017

Time allowed: 2 hrs

Max Marks: 50

Roll No: 16DM073

Instruction: The paper has 3 questions. Question 1 is compulsory. Answer any one from the next two questions. The problems have to be solved on the monitor provided to you. All relevant syntax and metrics of the solutions with final interpretations will have to be mentioned in the answer sheet.

Each question carries 25 marks.

Q1. Why Logistic regression is required when the dependent variable is dichotomous? Describe the Logistic regression model and how you would solve it using Excel non-linear engine? Consider the data set 'Logistic-3' with status as dependent variable, age and experience as independent variable. Interpret the outcome.

Q2.

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- a) What is ADBUDG model? What type of curve it displays? Use the data "Adbudg" where sales calls and sales level are given to establish model using nonlinear engine. Interpret the solution
- b) Use the data "Seasonal". From 2500 square feet of space, seasonal and non-seasonal items, be allocated at least 500 square feet each. Optimize the space allocation. Interpret the solution.

OR

Q3. What is market segmentation? How you set the solver for cluster analysis? Use the data "Segmentation" to cluster the cities taking 3 and 4 cluster separately. Interpret the solution.