

SET A

PGDM

Advanced Marketing Analytics

DM-531/ IB-511

Trimester –V, End-Term Examination: December 2018

Time allowed: 2 Hours and 30 minutes

Max Marks: 50

Roll No: \_\_\_\_\_

**Instruction:** Students are required to write models, process, results and interpretations in answer booklet. They are also advised to submit soft copy to the invigilators.

Sections	No. of Questions to attempt		Marks
A	1 out of 1		20
B	2 out of 3		2*15=30
		<b>Total Marks</b>	<b>50</b>

#### Section A

1. The sales transactions of an upscale grocery store, PQR is given in "MBA\_1.xls".

- Determine all two-product lifts and list the five largest lifts.
- Optimize the store layout for those calculated two-way lifts in two rows with same columns.

#### Section B

2. Determine the Scan-Pro model for the data "scan-pro\_1.xls". Interpret both model and  $R^2$ .

3. The file "RFM\_1.xls" contains the date and size of transactions for 5000 customers of a mail order catalog company. RFM (recency, frequency, and monetary value) attempts to predict how a customer will perform in the future based on ranking for recency, frequency, and monetary value. Rate each person on a 1–4 scale on each attribute, with a rating of 4 being the best and 1 the worst.

4. The file "PB\_1.xls" gives the amount 77 representative customers are willing to pay per month for each service. Use solver engine and the willingness to pay data to determine a price for each product combination that maximizes revenue.