

SET A

PGDM

Advanced Marketing Analytics

DM 531 / IB 510

Trimester –V, End-Term Examination: December 2019

Time allowed: 2 Hours

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.

Section A

1.

a) The file "cereal.xls" contains calories, protein, fat, sugar, sodium, fiber, carbs, sugar, and potassium content per ounce for 43 breakfast cereals. Use this data to perform a cluster analysis with four anchors. (20 marks) CILO-1

b) What is ADBUDG forecasting? Where and how it is used? For the data set ADBUDG1.xls, find sales when number of calls are 900 thousand. (10 marks) CILO-2

Section B

20 marks CILO-3

(Answer any one of the following)

2. The "Newmoviedata.xlsx" file contains weekly and total revenues for several movies. Develop a model to predict total movie revenues from 3 weeks of revenues.

3. 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.