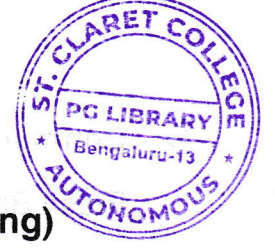




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PG – 1424

IV Semester M.B.A. (Day and Eve.) Examination,
December 2024/January 2025
(CBCS) (2022-23 and Onwards)
MANAGEMENT



Paper – 4.3.2 : Marketing Research and Metrics (Marketing)

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** questions from the following. **Each** questions carries **5** marks.

(5×5=25)

1. Differentiate between Parametric and Non-parametric tests.
2. Explain the characteristics of a Good Questionnaire.
3. Define Sales Force Management and discuss its essential objectives.
4. What is Customer Lifetime Value (CLV) ? How can an organization leverage CLV to achieve long-term growth and profitability ?
5. What is Brand Development Index (BDI) ? What are the potential benefits of using BDI in brand positioning ?
6. Explain Maximum Reserve price and Maximum willingness to buy under pricing metrics.
7. Write a short note on Ethical considerations that are followed while conducting Marketing Research.

SECTION – B

Answer **any three** questions from the following. **Each** question carries **10** marks.

(3×10=30)

8. Describe in detail the steps involved in Marketing Research Process.
9. What is Marketing Effectiveness ? and explain any five metrics of measuring Marketing effectiveness.
10. Justify “why research is important in marketing context” ?
11. Explain briefly Price elasticity, Cross elasticity and Residual price elasticity of demand with suitable examples.

P.T.O.



SECTION – C

12. **Compulsory Case Study.****(1×15=15)**

Fresh Bite Meal Delivery Service : Sales Funnel.

FreshBite is a meal delivery service that provides healthy, pre-prepared meals to busy professionals and families. To grow its customer base, FreshBite launched an online advertising campaign through Google Ads and social media platforms like Instagram and Facebook, aiming to reach health-conscious consumers. They created an engaging website that not only showcased their meal options but also allowed visitors to sign up for a free trial meal, piquing interest in their offerings. To nurture this interest, FreshBite sent out newsletters featuring meal plans, customer reviews, and nutritional information to help potential customers make informed choices. To encourage purchase intent, they offered a limited-time discount for new subscribers, emphasizing an easy cancellation policy to ease any purchase hesitations. The checkout process on their website was streamlined, enabling customers to easily select their meal plans, customize their orders, and complete their subscriptions. After implementing these strategies, FreshBite observed a significant increase in website traffic and new subscriptions, indicating the effectiveness of their sales funnel.

Questions :

- a) What stages of the sales funnel can you identify in FreshBite's approach ?
 - b) What marketing channels, apart from social media and Google Ads, could FreshBite explore to increase awareness of their service ?
 - c) What is the learning experience from the above case for marketing ?
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