Exam Date & Time: 25-Jun-2024 (02:30 PM - 05:30 PM)

MANIPAL ACADEMY OF HIGHER EDUCATION

SIXTH SEMESTER B.TECH END SEMESTER MAKE-UP EXAMINATIONS, JUNE 2024
DIGITAL ANALYTICS FOR MARKETING [CRA 4052]

Marks: 50   **Duration: 180 mins.**

A

Answer all the questions.

Instructions to Candidates: Answer ALL questions Missing data may be suitably assumed

1)   Explain the five simple rules we need to adhere to when building a dashboard.

                                                                                                            (3)

   A)

   B)   As a data analyst, you will need to adopt various roles to perform your job effectively.
           Describe three key roles that a data analyst should take on and explain how each role
           contributes to the success of a data analysis project. Provide examples from real-world   (3)
           scenarios to support your explanations.

   C)   What attitudes should a data analyst adopt to succeed in the marketing field? Provide
           suitable examples.   (4)

2)   Explain the working of Demand-Side Platform or DSP which is the heart of the technology
            that places those display ads.   (3)

   A)

   B)   Why is it important to measure 'customer value'? Explain the five important things that
           need to be understood in this respect.   (3)

   C)   Explain how Business Objectives, Marketing Objectives, Media Objectives and Campaign
           Objectives influence the measurement of 'Consumer Outcome'?   (4)

3)   Analyze the following evaluation criteria with respect to digital marketing analytics.

            a. Capability b. Ease of use   (3)

   A)

   B)   Explain following categories of marketing data analysis with appropriate examples for each.

            a. Inferential b. Exploratory c. Casual   (3)

   C)   Explain the four levels of digital marketing maturity with appropriate examples.
                                                                                                            (4)

4)   The 3-step model of marketing involves critical phases that can be enhanced with the use of analytics. Describe these three steps in the context of marketing analytics, and provide examples of how data analytics can be applied at each step to improve marketing strategies and outcomes. (3)

A)

B)   In the realm of marketing analytics, effectively visualizing insights can significantly impact decision-making. Describe the key rules for creating impactful visualizations and explain how these principles can be applied to present marketing data in a way that drives strategic decisions. Provide examples to illustrate your points. (3)

C)   Explain four step process of data collection and its analysis.

(4)

5)   Explain in detail the six important things to keep in mind while 'Ensuring Clear Meaning' for data visualization.

(3)

A)

B)   Explain the five simple rules we need to adhere to when building a dashboard.

(3)

C)   Give three key reasons why measurement of data plays an important role in any organization

(4)

-----End-----