

Exam Date & Time: 08-May-2024 (02:30 PM - 05:30 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

SIXTH SEMESTER B.TECH END SEMESTER EXAMINATIONS, APRIL MAY 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) Analyze the three roles that data analysts should adopt in order to do the work most effectively. (3)
 - A)
 - B) Explain the 3 step model of marketing, with suitable example for each step. (3)
 - C) What are the attitudes that you would want to adopt as data analysts to be successful in the field? Explain with suitable examples. (4)
- 2) Explain how Media Mix Models (MMMs) help measure digital marketing effectiveness? (3)
 - A)
 - B) Explain the three different types of video choices available to the advertisers. (3)
 - C) Explain consumer actions within a framework of the Consumer Decision Journey (CDJ) as put forward by McKinsey. (4)
- 3) Justify the statement “Marketers need fundamental technical capabilities to function in the digital age” with respect to digital marketing maturity. (3)
 - A)
 - B) Compare structured and unstructured data with appropriate examples. (3)
 - C) Analyze the impact of elimination of 3P cookies on the ability of measuring the consumer behaviour. (4)
- 4) Explain the rules to visualize insights with impact. (3)
 - A)
 - B) Explain in brief various patterns in data-driven charts. (3)

- C) Explain 4 primary marketing objectives used by data analysts with suitable examples. (4)
- 5) Dashboards are a great way to present analysis, but often they become data pukes. Explain the three sins committed in this regard. (3)
- A)
- B) From the Bellabeat Case Study learnings, how can we present our findings in a way that makes it easy for an audience to understand? (3)
- C) Discuss the different types of contrasts an analyst can use to effectively communicate with their audience? (4)

-----End-----