



SOMAIYA
VIDYAVIHAR UNIVERSITY

Trimester: January 2024 - April 2024			
Maximum Marks: 50	Examination: ESE Examination	Date: 22-04-24	Duration: 03 hrs
Programme code:	Class: SY	Trimester: VI (SVU 2022)	
Programme: MBA (PT) DSA		Name of the department/Section/Center: MBA (PT) DSA	
College: K. J. Somaiya Institute of Management		Name of the department/Section/Center: MBA (PT) DSA	
Course Code: 217P10C621	Name of the Course: Marketing Analytics		
Instructions: Read All Questions Carefully. Attempt Any 5 Questions from Total 7 Questions.			

Question No.		Max. Marks
1	What is Digital Marketing? Explain the 10 Digital Marketing Metrics in details.	10
2	Elaborate in detail how does Marketing Analytics Work for any organization.	10
3	Mention in detail all the factors influencing Price Elasticity of Demand	10
4	Along with Proper Diagram – explain the Distribution Channel functions in details	10
5	With Proper Example explain RFM Analysis in detail & also provide the benefits of RFM Model value to Customer	10
6	Mention any 5 Different Types of Innovation along with Proper Industry / product example.	10
7	What are Product Mix Pricing Strategies – Explain each with proper example	10