JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -3 EXAMINATION- 2025

BBA V Semester

COURSE CODE (CREDITS): 25BBWHS531 MAX. MARKS: 15

COURSE NAME: APPLIED MARKETING RESEARCH AND ANALYTICS

COURSE INSTRUCTORS: Anupriya Kaur MAX. TIME: 1 hrs

Note: *(a) All questions are compulsory.*

(b) The candidate is allowed to make Suitable numeric assumptions wherever required for solving problems

(c) Use of calculator is not allowed

Q.No	Question	CO	Marks
Q1	A company cannot make effective marketing decisions without understanding its market. Discuss the importance of market analysis in business decision-making, supported by suitable examples	CO1	4
Q2	A customer who generates modest sales today may be more valuable to a company over the long term. Explain how Customer Lifetime Value (CLV) helps marketers assess customer worth and evaluate its usefulness and limitations.	CO2	3
Q3	Marketing decisions depend on different forms of data. Identify and explain any four major types of data used in developing marketing strategies, using suitable examples.	CO2	4
Q4	Raw data becomes useful only when it is progressively transformed into meaningful insights. Describe the four stages of the *data analysis process* funnel and explain the purpose of each stage.	CO1	4