

Enroll No

K.E.Society's  
**Rajarambapu Institute of Technology, Rajarnanagar**  
(An Empowered Autonomous Institute, affiliated to SUK)

Q.P. Code
UT3070

**Unit Test -I ( 2025-26)**

S.Y. Master of Business Administration

**Course Code: MGB2014**

**Course Name: Marketing Analytics**

Day & Date: Monday 16/08/2025

Time: 10:30 To 11:30

Max Marks- 25

- Instructions:**
- 1) All questions are compulsory.
  - 2) Figures in rounded ( ) brackets within the question, indicate the scheme of marking for respective part of the question, whereas, figures in the first right column indicate total marks for that whole question.
  - 3) CO is the index number of the Course Outcome statement.
  - 4) The Bloom's taxonomy level (BL) for 1,2,3,4,5 and 6 is remember, understand, apply, analyze, evaluate and create respectively.
  - 5) Assume suitable data if necessary.
  - 6) Use of non-programmable calculators is allowed

		Marks	BT Level	COs
Q.1	A What is data-driven decision-making? Explain the benefits of data-driven decision-making.	8	3, 4	1
	OR			
	Elaborate the Marketing Analytics and its benefits with examples.			
	B Explain the types of Marketing Analytics in detail.	7	4	1
Q.2	What is Marketing Planning Process? Explain its procedure step by step with suitable example.	10	4	2

