UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2018

Course: Retail Analytics   Semester: VII
Programme: B.Tech (CSE) ECOM,Retail & Automation   Code: BBCR 173
Time: 03 hrs.   Max. Marks: 100
Instructions: All questions of Section A, B, C are Compulsory with internal choice of Q9 and Q11.

SECTION A

S. No.		Marks	CO
Q 1	Describe the role of advertising research used in marketing research.	4	CO1
Q 2	Differentiate between exploratory studies and descriptive studies in marketing research.	4	CO2
Q 3	Analyze various criterion that need for marketing information.	4	CO3
Q 4	Describe various types of information systems use for market intelligence data collection.	4	CO4
Q 5	Describe various tasks involved in processing data.	4	CO5

SECTION B

Q 6	Pizza hut's major Competitor is MacDonald and deciding to launch a new product that can override market. Although completely reliable information regarding MacDonlad not available, Pizza hut's marketing manager has assumed certain probabilities depend on past experience. The Conditional pay-off table as below. C1-indicates MacDonald introduces new product. C2-indicates MacDonald does not introduce new product. S1-indicates Pizza hut introduces new product. S2-indicates Pizza hut does not introduce new product. Calculate the expected money value of perfect information (EMVPI).	10	CO3

MacDonald's Strategy		
	C1	C2
Probability	(0.6)	(0.4)
Strategy S1	7million	11million
Strategy S2	5million	16million

Q 7	How does Decision tree help in multistage decision-making. Draw and explain the decision making process for below market condition.Bekery Co. wish to launch a shop at Delhi and concern about the customer reaction and looking for one of the three possibilities that can take place.			10	CO3

Outcome	Value in Rs.(Lakhs)	Probability
Increased market Value	4	0.2
No change	2	0.5
Decreased market Value	-3	0.3

Q 8	Discuss the various advantages of Computer tabulation.	10	CO5
Q 9	The following data relate to two variables X & Y.It is required to be ascertain any relation between these variables by calculating coefficient of correlation. X : 2, 5, 4, 6, 9 Y: 3, 4, 4, 8, 9 OR The following data shows ten sales men training and their performance after training. Evaluate the coefficient of Rank Correlation. X(Ranks obtained in Training) : 4, 6, 1, 3, 9, 7, 10 , 2, 8, 5 Y(Ranks on sales performance) : 5, 8, 3, 1, 7, 6, 9, 2, 10, 4	10	CO5

<div align="center">SECTION-C</div>

Q 10	A marketing manager of Food processing company considering to promotion or not do promotion for its product to understand customer perceptions. The following table shows possible outcomes.			20	CO3

Customer perceptions	Alternate course of actions		Probabilities of Customer perception
	A1(Rs.)	A2(Rs.)	
S1:Very appealing	100,00000	0	0.7
S2:Normal appealing	10,00000	0	0.1
S3:Not appealing	-50,00000	0	0.2

Analyze the Prior-Analysis for above situation for promotion. Do verify posterior-analysis by putting conditional probability of S1:0.6,S2:0.3 and S3:0.1

Q 11	A trading company has following territory wise data in respect to sales and advertsisng.Generate the regression equations and find coefficient of determination.	20	CO5

Sales territory	A	B	C	D	E	F	G	H
Advertising ('000 Rs.)	40	30	20	50	60	40	20	60
Sales(Unit)	100	80	60	120	150	90	70	130

<div align="center">OR</div>

CO5

	Suppose a manufacture of a breakfast food is interested to know the effective way of three different packaing.These packaged food put to five different stores. The sales status within week are as below: Packaging 1: 25,28,21,30,26 Packaging 2: 27,25,25,33,30 Packaging 3: 22,29,26,20,23 Analyze the variance and justified the F-Test.		

SECTION A			
S. No.		**Marks**	**CO**
Q 1	Describe various threats to marketing research.	**4**	**CO1**
Q 2	Discuss various non-sampling errors in marketing research process.	**4**	**CO2**
Q 3	Analyze how the concept of probability necessary for decision-making.	**4**	**CO3**
Q 4	Explain the role of MIS, EIS and DSS in the evolution of business intelligence.	**4**	**CO4**
Q 5	Analyze the role of Editing, Coding and Tabulation in data processing.	**4**	**CO5**

SECTION B			
Q 6	Cocacola's major Competitor is Pepsi and deciding to launch a new product that can override market. Although completely reliable information regarding Pepsi not available, Cocacola's marketing manager has assumed certain probabilities depend on experience. The Conditional pay-off table as below. C1-indicates Pepsi introduces new product.C2-indicates Pepsi does not introduce new product. S1-indicates Cocacola introduces new product. S2-indicates Cocacola does not introduce new product. Calculate the expected money value of perfect information (EMVPI).	**10**	**CO3**

MacDonald's Strategy		
	C1	C2
Probability	(0.6)	(0.4)
Strategy S1	5million	9million
Strategy S2	3million	14 million

Q 7	Explain the role of Decision tree in decision-making. Draw and explain the decision making process for below market condition. Videocon Co. wish to launch a service Centre at Mumbai and concern about the customer perception and looking for one of the three possibilities that can take place.			10	CO3

Outcome	Value in Rs.(Lakhs)	Probability
Increased market chance	5	0.2
No change	3	0.5
Decreased market chance	-2	0.3

Q 8	Explain Cross tabulation with suitable example.	10	CO5

Q 9	The following data relate to two variables X(Income) & Y(expense) in Rs,lakhs.It is required to be ascertain any relation between these variables by calculating coefficient of correlation. X(Income) : 3, 6, 5, 7, 10 Y(Expense): 4, 5, 5, 9, 10 OR The following data shows ten operation managers training and their performance after training. Evaluate the coefficient of Rank Correlation. X(Ranks obtained in Training) : 5, 6, 2, 3, 9, 8, 10 ,3, 8,6 Y(Ranks on sales performance) : 7, 8, 4, 2, 7, 6, 9, 4, 10, 5	10	CO5

SECTION-C

Q 10	A marketing manager of cloth company considering to promotion or not do promotion for its product to understand customer reactions. The following table shows possible outcomes.				20	CO3

Customer reactions	Alternate course of actions		Probabilities of Customer reaction
	A1(Rs.)	A2(Rs.)	
S1:Very Reactive	200,00000	0	0.7
S2:Normal	20,00000	0	0.1
S3:Not Reactive	-60,00000	0	0.2

Analyze the Prior-Analysis for above situation for promotion. Do verify posterior-analysis by putting conditional probability of S1:0.7,S2:0.2 and S3:0.1

Q 11	A trading company has following area wise data in respect to sales and promotion .Generate the regression equations and find coefficient of determination.									20	CO5

Sales Area	A	B	C	D	E	F	G	H
Promotion ('000 Rs.)	50	40	30	50	60	50	30	70
Sales(Unit)	90	80	60	110	130	90	80	120

OR

	Suppose a manufacture of an electronics items is interested to know the effective way of three different advertisement. These advertisements put to five different stores .The sales status within week are as below: Advertising 1: 25,28,21,30,26 Advertising 2: 27,25,25,33,30 Advertising 3: 22,29,26,20,23 Analyze the variance and justified the F-Test.		**CO5**