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JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT
TEST -1 EXAMINATION- 2025

BBA V Semester

MAX. MARKS: 15

COURSE CODE (CREDITS): 25BBWHS531

COURSE NAME: APPLIED MARKETING RESEARCH AND ANALYTICS

COURSE INSTRUCTORS: Anupriya Kaur

MAX. TIME: 1 Hour

Note: (a) All questions are compulsory.

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

Q.No	Question	CO	Marks
Q1	Market Analysis has long been the backbone of informed business decision-making! Using relevant context and examples explain this statement.	CO1	4
Q2	Using specific examples explain the types of data relevant to marketing strategy.	CO2	4
Q3.	Customer Lifetime Value (CLV) is often considered a more reliable measure of marketing effectiveness than short-term sales metrics. Critically evaluate this statement. In your answer, discuss the strengths and limitations of CLV as a decision-making tool,	CO1	4
Q4.	Highlight the four stages in data analysis process funnel	CO2	3