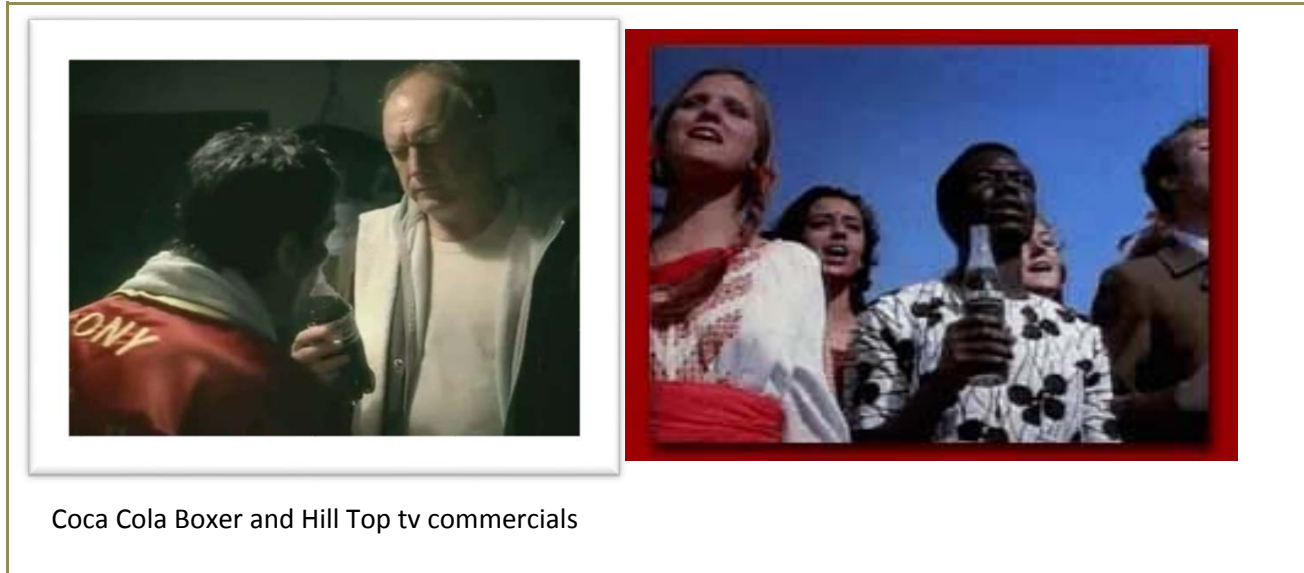


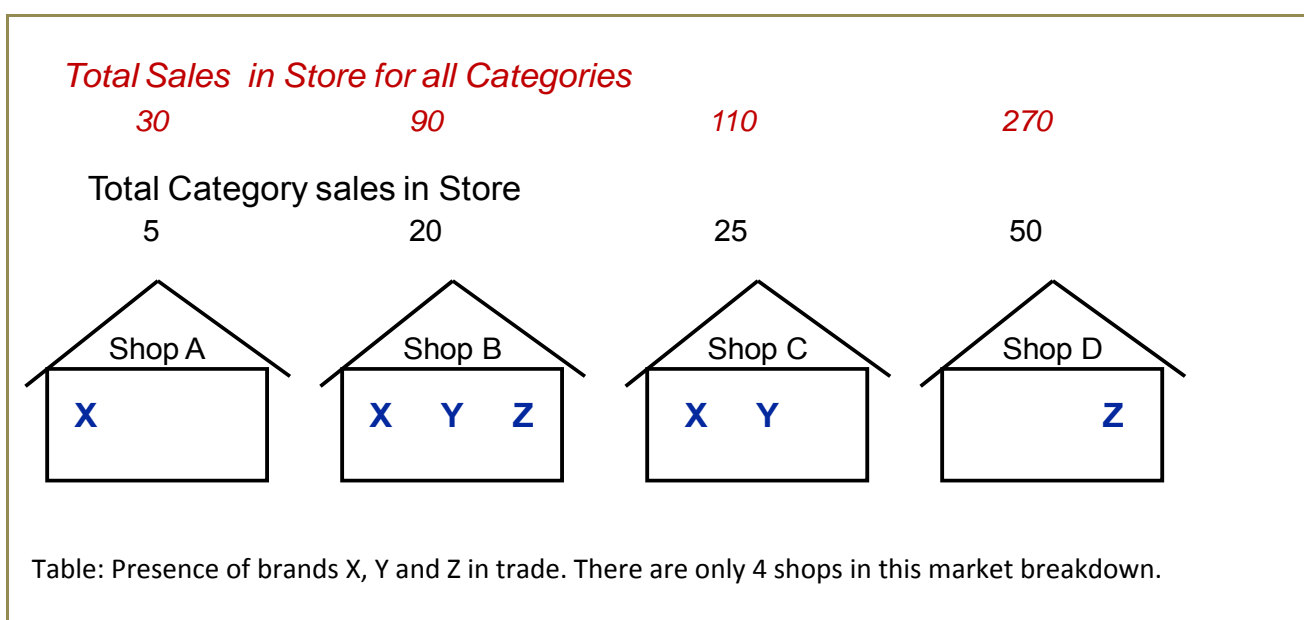
# Marketing Analytics - Exercise 1

## FAQs on Quiz

1. You may use calculators during the quiz.
2. You will not be tested on topics/notes that were not covered in class.



- 1 In context of the above Coca Cola advertisements, which of the below observations are correct:
  - a Compared to the Boxer ad the Hill Top commercial is likely to be more effective in imbuing the brand with status.
  - b The Hill Top commercial is better suited for leading brand like Coca Cola.
  - c The Boxer commercial is more effective than the hill top ad in communication the unique selling proposition of Coke Zero.
  - d The creative element in the boxer commercial strongly links the ad message with the brand
  - e All of the above
  - f b, c and d
- 2 We need a relatively large sample to reliably estimate the sales of FMCG brands in China because:
  - a The retail environment is highly variable. (There are many different types of stores stocking many different types of products)
  - b There are a very large number of stores in China
  - c The distribution of FMCG products within China as a whole is low.
  - d All of the above
  - e a and c
  - f a and b



- 3 Based on the above table what is the numeric distribution of the following brands:
 

X: \_\_\_\_\_

Y: \_\_\_\_\_

Z: \_\_\_\_\_
- 4 Based on the above table what is the product category weighted distribution of these brands:
 

X: \_\_\_\_\_

Y: \_\_\_\_\_

Z: \_\_\_\_\_
- 5 What's the weighted distribution of the Category in the above example: \_\_\_\_\_