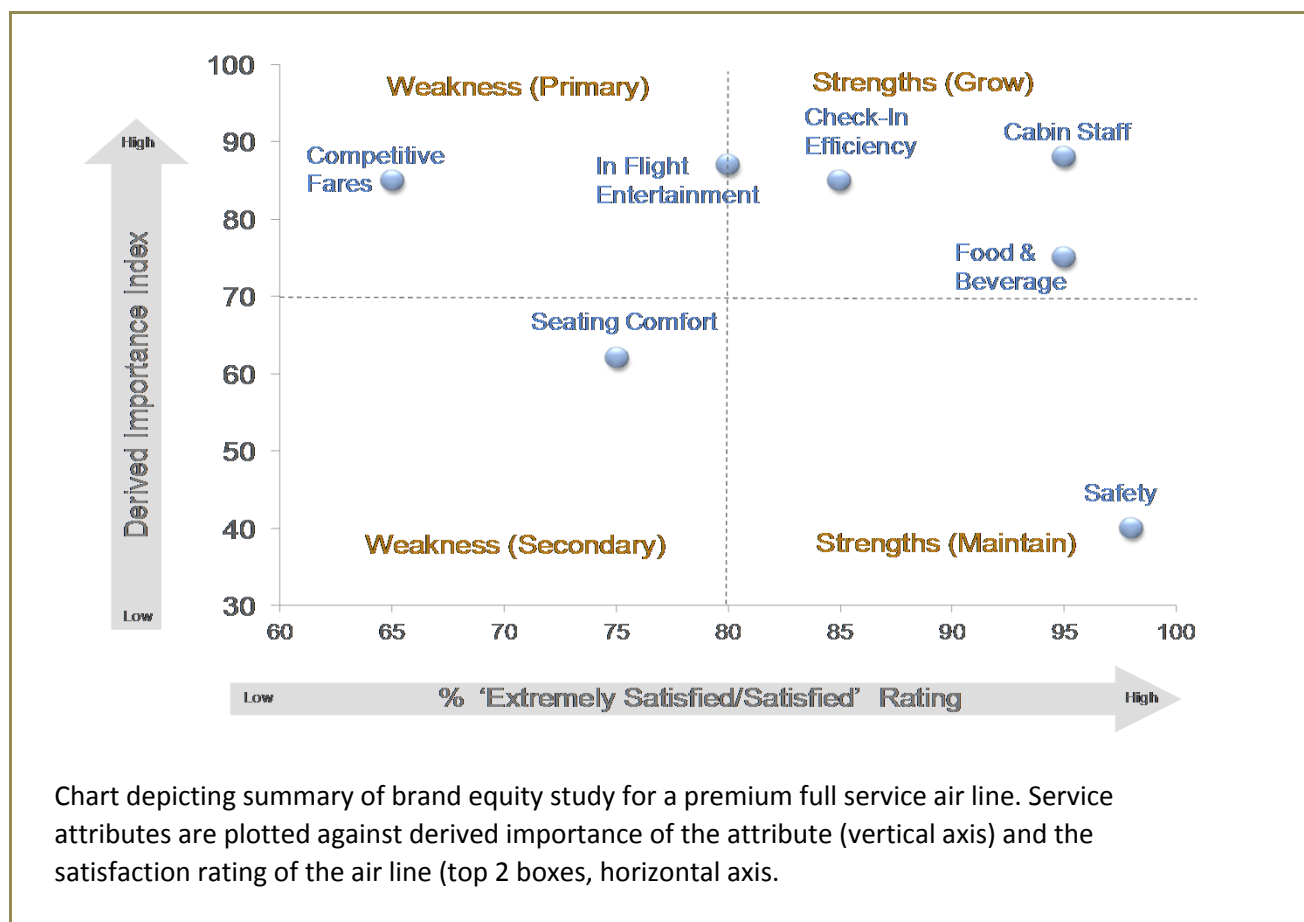


Marketing Analytics - Exercise 2

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 Which of the following research methodologies is best suited to measure the price elasticity of demand for a product that has been in market for many years:
 - a Econometric modelling of weekly scan data
 - b Econometric modelling consumer panel data
 - c Controlled store test
 - d Discrete Choice Modelling (Brand Price Choice Modelling)
 - e Brand/Price trade-off analysis



- 2 Based on the results presented above, the airline should take the following action:
 - a Reduce air fares as this attribute is high on importance and weak on level of satisfaction of customers
 - b Improve in-flight entertainment since this attribute is high on importance and does not rate high in terms of satisfaction of customers. Moreover superior in-flight entertainment is aligned with the air line's positioning as a premium full-service air line.
 - c Continue to sustain / improve on, in a cost effective manner, Check-in efficiency, Cabin Staff and Food & Beverage as these are the air line's areas of strength.
 - d All of the above
 - e b and c
 - f a and b

	Weighted Distribution	Share in Handlers
Brand X	80	12
Brand X 250 ML	40	15
Brand X 280 ML	60	5
Brand X 325 ML MAX	30	8
Brand X 325 ML REG	70	8

Table: Weighted distribution and share in handlers for Brand X

- 3 Based on the above data the average number of items of brand X stocked by retailers stocking the brand is equal to ...
 - a 2.5
 - b 4
 - c 3
 - d Don't know

- 4 Millward Brown's Awareness Index is an appropriate measure for which of the following advertising models
- a Salience
 - b Persuasion
 - c Likeability
 - d Involvement
 - e All of the above
 - f a, c and d
- 5 Which of the following statements correctly reflect on advertising
- a Advertising works by establishing feelings, associations, symbols and memories in relation to a brand
 - b No one advertising model explains the totality of advertising
 - c Emotions play an important role in advertising because they guide our reaction to events around us
 - d All of the above
 - e a and b