Birla Institute of Technology and Science, Pilani

Marketing Analytics, **Code: MPBAG524**

First Semester, Mid Semester Examination 2023-2024 IC: Dr. Achint Nigam

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Instructions
- Maximum time = 90 minutes; Maximum marks = 30, Weightage 30%
- Attempt all questions. This paper has 1 page. Open book
- Marks are mentioned against the questions.
- If needed, you can make any suitable assumptions you may like. Please mention them.

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Read the "**Amazon Shopper Panel: Paying Customers for Their Data**" case and answer the following questions from a marketing and analytics perspective.

1. Assume that Amazon is planning to launch a similar shopper panel program in India. What are the **pros and cons** of such a program from i) Amazon India, ii) shoppers (consumers), and iii) other online/offline sellers' perspectives? [5]

2. From a consumer behavior perspective, what **challenges** do you see if Amazon launches a similar program in India? [5]

3. Write a note on the **value of data from outside** vs. the **value of own data** for companies working in the e-commerce space. [5]

4. Is more data always better? Reflect on the amount of data and its value from a large and small firm perspective. [5]

5. Based on your reading of the case and general awareness, write a short note on the value of data and data privacy in the e-retail sector in India. [5]

6. We are moving towards a world where customers must consent to use their data. How should marketers respond to this? [5]