

Birla Institute of Technology and Science, Pilani

Marketing Analytics, Code: MPBAG524

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

Instructions

- Maximum time = 3 hours; Maximum marks = 40, Weightage 40%
 - 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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Use relevant exhibits and data from the case to present a numerically supported answer for each question.

1. Carefully evaluate THE YES business model. Who you like to replicate the same or do you see shortcomings? [7]
2. Which of the incremental revenue strategies in the case should THE YES pursue? Why? [7]
3. Should Bornstein and Aggarwal invest in improving the algorithm's performance to improve customer satisfaction before they begin pouring money into paid media? Why or why not? [7]
4. How would you assess the potential impact of THE YES's unique combination of human/machine intelligence on the future of retail? [7]
5. Perform an economic analysis of the referral tests, using information throughout the case. Which referral type will give the maximum return to the firm? [7]
6. Should THE YES prioritize Fashionistas or Fashion Followers? Why? [5]