		INTERNAL ASSIGNMENT - 1
Course	**BCA Plus**	
Semester	**4**	**Marketing Analytics**
Total Marks:	**15**	

Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)

a) Write balanced assortments of Marketing analytic techniques.

b) Write notes on Marketing Analytics tools.

c) Write about Marketing Analytics Awareness.

Q.2. Write short notes to all questions from below. (1 Mark each - Word limit - 100)

a) Write short notes history of R programming language.

b) Write short notes applications of R programming language.

c) Describe short note on Data Interfaces.

d) Describe Splitting and Combining Data.

e) Describe short note on Data visualization.

SURESH GYAN VIHAR UNIVERSITY Accredited by NAAC with 'A' Grade		**INTERNAL ASSIGNMENT - 2**
Course	**BCA Plus**	**Marketing Analytics**
Semester	**4**	
Total Marks:	**15**	

Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)

a) Describe Regression.

b) Discuss Types of conjoint analysis?

c) Describe types of segmentation?

Q.2 Write short notes to all questions from below. (1 Mark each - Word limit - 100)

a) Describe how to validate a segmentation process?

b) Describe why demand forecasting is important?

c) Discuss types of demand forecasting?

d) Explain Benefits of Customer Analytics?

e) Describe in detail Descriptive Analytics? Ecommerce is a mystery within itself. Explain?