THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF MANAGEMENT STUDIES
BMSHONS IN MARKETING MANAGEMENT
MMU5304 – MARKETING ANALYTICS
CONTINUOUS ASSESSMENT TEST – 2024 / 2025
DURATION – TWO (02) HOURS

DATE: 28th AUGUST 2025 *TIME: 09.30 A.M. – 11.30 A.M.*

INSTRUCTIONS:

- Answer any **FOUR (04)** questions only.
- Each question carries 25 marks.
- Marks have been mentioned at the end of each question.
- Start each answer on a new page.

1. What are the main aspects that a marketing analyst should consider when developing a dashboard for data visualization purposes? Explain with examples.

(25 marks)

2. Assume you are working as a marketing analyst in pharmaceutical retail chain. Explain the importance of data visualization for your organization giving 5 practical examples.

(25 marks)

3. The government of Sri Lanka recently called for Expression of Interest (EOI) for consultants to implement the National Industry 4.0 / 5.0 Maturity Model for Sri Lanka. As a potential consultant, outline the key points that you will be including in your EOI.

(25 marks)

4. Briefly explain what is meant by "Consumer Sentiment Analysis" in digital marketing.

(25 marks)

5. Critically evaluate the importance of data ethics and privacy when analyzing consumer data.

(25 marks)

CamScanner
Scanned with CamScanner

6. A company has collected data on customer product reviews and ratings. Propose a suitable data visualization approach to identify trends in customer satisfaction. Justify your choice.

(25 marks)

-All rights reserved-

CamScanner

Scanned with CamScanner