GURU NANAK INSTITUTE OF TECHNOLOGY
An Autonomous Institute under MAKAUT
2022
DATA MINING FOR LEAD GENERATION
IT802F

Time Allotted: 3Hours   **Full Marks:70**

The figures in the margin indicate full marks.
Candidates are required to give their answers in their own words as far as practicable

GROUP – A
(Multiple Choice Type Questions)

Answer any *ten* from the following, choosing the correct alternative of each question: **10×1=10**

			Marks	CO No.
1.	(i)	Which of the following is not a lead stage?	1	CO2

a) Assigned
b) Stakeholder Buy-In
c) Complete
d) Converted

			Marks	CO No.
	(ii)	Who amongst the following is responsible to schedule the Discovery Meeting	1	CO3

a) FTA
b) SP
c) AE
d) Market Owner

			Marks	CO No.
	(iii)	Which of the following opportunity sources will be counted under your SQL?	1	CO2

a) Sales Prospecting
b) Marketing
c) Partnership
d) Channels

			Marks	CO No.
	(iv)	Who amongst the following is NOT added in the calendar invite for a Discovery call?	1	CO1

a) VP Sales - Mid-Market
b) AE
c) Outbound Analyst
d) SP

			Marks	CO No.
	(v)	Select the option which you will not find while marking a lead as disqualified?	1	CO4

a) Not Interested
b) Not a Target
c) Using competitor
d) Customer

(vi)   A demo call with a lead is handled by: 1   CO2
         a) FTA, SP, AE
         b) SP, AE
         c) AE, FTA
         d) SP, AE, AE Pod Lead

(vii)   _____ Call takes place to check if our solutions are functionally   1   CO2
         aligned with the prospect or not
         a) Discovery
         b) Demo
         c) DIL
         d) Value Alignment

(viii)   If a lead is using another A/R automation solution, which of the   1   CO1
         following stages will be marked under SFDC:
         a) Complete, using competitor
         b) Disqualified, using competitor
         c) Complete, a customer in other segment
         d) Disqualified, using another tool

(ix)   Which of the following are not the sources to find the revenue of   1   CO2
         a company?
         a) Annual report
         b) Zoominfo
         c) Hoovers
         d) 6 Sense

(x)   What is the full form of SQL?   1   CO3
         a) Structured Query Language
         b) Structured Qualified Language
         c) Sales Qualified Lead
         d) Sales Queue Lead

(xi)   Is complete a lead stage?   1   CO2
         a) True
         b) False

(xii)   A Cold Call means   1   CO1
         a) Calls made without prior appointment
         b) sales talk
         c) a futile exercise
         d) old product with new wrapping

GROUP – B
(Short Answer Type Questions)
(Answer any three of the following) 3 x 5 = 15

			Marks	CO No.
2.	(a)	What do you understand about Lead Generation?	2	CO1
	(b)	What is the difference between MQL and SQL?	2	CO1
	(c)	What are the sources to find the revenue of a company?	1	CO1

3.	(a)	What do you understand about the term LTO?	2	CO2
	(b)	Who is a window shopper?	2	CO2
	(c)	What is the difference between a Demo call and Discovery Call?	1	CO2
4.	(a)	What do you understand by the term Prospect?	2	CO3
	(b)	What is a Tradeshow?	3	CO3
5.	(a)	What are the possible scenarios of marking a lead as complete?	3	CO4
	(b)	What are Sales Accepted Lead?	1	CO4
	(c)	What is a huddle call?	1	CO4
6.	(a)	What is a discovery call?	3	CO4
	(b)	What is lead follow up?	2	CO4

GROUP – C
(Long Answer Type Questions)
(Answer any three of the following)   3 x 15 = 45

			Marks	CO No.
7.	(a)	What are the various scenarios based upon which an ABM analyst should disqualify a lead? Explain briefly.	2	CO1
	(b)	Write an email response for someone who has recently visited your website and requested a free trial of your accounts receivable solution product?	6	CO1
	(c)	What can be the different lead stages in your CRM (salesforce). Briefly describe each one of them.	7	CO1
8.	(a)	What is a CTA in an email? Explain with an example	5	CO2
	(b)	What is the difference between a lead and an opportunity?	5	CO2
	(c)	Explain the lifecycle of a Lead in detail.	5	CO2
9.	(a)	What is a lead follow-up? Explain the different possible ways of doing a lead follow-up?	6	CO3
	(b)	What is a Huddle call? Who all are involved in a huddle? What happens in a huddle call?	4	CO3
	(c)	What is a discovery call? Who all are involved in a discovery call? Explain the possible outcomes of a Discovery Call.	5	CO3
10.	(a)	What is the difference between an inbound lead and an outbound lead?	4	CO4
	(b)	What is a tradeshow? Write down an email to get a prospect register for your tradeshow	4	CO4
	(c)	Explain the following terms –1) Lead, 2) MQL, 3) SAL, 4) SQL	7	CO4
11.		What are the different channels of lead generation? Explain possible ways of generating leads through each channel.	15	CO3