Subject	Marketing Analytics		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	09.01.2020

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1) 20 Marks (Compulsory)

To keep Viacom18 future ready and to expand in the digital ecosystem, its team has recently launched 'VOOT Kids' – India's first multi-format kids' app that offers a fun and learning experience across watch, read, listen and learn categories.

With a collection of more than 20,000 videos, e-books, stories and quizzes, VOOT Kids is Viacom18's maiden voyage in the direct-to-consumer space. In an interview, Mr. Sudhanshu Vats, group CEO and MD, Viacom18 shared, "The app has been built on the three pillars of product experience, content and safety. We are bringing an offering that is child-friendly, yet parent-focussed. Being the only kids' app to be certified by Early Child-hood Association (ECA), the app will deliver a holistic experience focussed on viewing, reading, listening and playing. We have partnered with the best of brand owners and leaders like Nickelodeon, Oxford University, Sony Music, Warner Media, Mattel, Hasbro, Kaltura and many more".

Moreover, VOOT Kids includes control features that has been designed to cater the needs of parents also who are generally concerned about kids' screen time usage. With parental control features that allow parents to evaluate progress, limit screen time, track content consumed and usage patterns, VOOT Kids aims to be India's safest one-stop on-line destination that entertains, engages and enriches kids, all under one roof. Regarding its price point, Mr. Vats said, "While an average family spends between Rs 12,000 to Rs 14,000 annually for kids' entertainment, VOOT Kids is priced at Rs 799 — a fraction of the edutainment expenses". The app is also available at a monthly payment of Rs. 99/-.

The near-term challenges include increase the subscription rate and threat from other substitutes in the e-learning & edutainment industry.

1. You as a part of core marketing team of 'VOOT Kids', are required to analyze & give detailed explanation of Market Sizing and usability of "Top-down" and "Bottom-Up" approaches of Market Sizing to the senior management of the 'VOOT Kids'.

2. As mentioned above, 'VOOT Kids' charges Rs.99/- per month, and assume that Its variable costs are Rs. 15/- per customer per month. With marketing spending of Rs. 220/- per year, its attrition is only 0.5% per month. At a monthly discount rate of 1%, calculate the CLV (Customer Lifetime Value) of a customer?

In case, if 'VOOT Kids' cut the marketing spending from Rs. 220/- to Rs. 110/- per year, for which it expects its attrition to go up to 1% per month. Should they go for it? Why/ Why not?

Attempt Any FOUR from the Remaining SIX Questions

Q2) *Any two from (a) or (b) or (c) ——————— (5x2) = 10 Marks*

a) An automobile company averages 7% organic sales growth and it run a campaign worth Rs. 5,00,00,000/- for a month. The sales growth for that month is Rs. 15,00,00,000/-. Calculate Campaign Attributable ROPI (Return On Promotional Investment).

b) A smart phone manufacturer is facing a problem of product returns, you as marketing analytics consultant are required to evaluate, how the smart phone

company can 'utilize analytics to prevent customer problems before they arise'.

c) Considering the example of a laptop manufacturing organization, analyze how it can use 'Trial rate' & 'Diffusion Model' method for forecasting the sales.

Q3) *Any two from (a) or (b) or (c)* ——————— *(5x2) = 10 Marks*

a) From the following data, calculate Annual Brand Equity of "Brand P"

Year	Brand	Share	Price/Kg.	Kg./HH
2019	Private Label	9.5	0.50	6.5
2019	Brand P	29.5	0.80	6.5

(Assume: 20% margin for private label & 100Mn HHs)

b) How any organization can 'set better sales goals with analytics'? Explain with relevant examples.

c) Prepare a 'Balanced Scorecard' for a Bank and discuss how it can be useful for that bank?

Q4) *Any one from (a) or (b)* ——————— *(10x1) = 10 Marks*

a) 'Yewale Amruttulya' a chain of tea stores in different parts of the country, wants to use marketing analytics in order to grow its revenue further. You as marketing analytics consultant are required to prepare a detailed plan on how Descriptive Analytics, Predictive Analytics, Prescriptive Analytics, Mental model and Text analytics can be utilized for the growth of their tea stores.

b) Prepare 'Brand Architecture Pyramid' for any two competitive smart phone brands, and analyze how 'advertising analytics' can be utilized to maximize the effectiveness of their smart phone advertisements.

Q5) *Any two from (a) or (b) or (c)* ——————— *(5x2) = 10 Marks*

a) Calculate CLV (Customer Lifetime Value) using simple CLV metric from the following data of telecom service provider:

Expected Customer Lifetime in Months	22
Avg. Gross Margin per month per customer	Rs. 150
Avg. Marketing costs per month per customer	Rs. 30/-

How this CLV value would be useful to this telecom service provider?

b) "Marketing Analytics Can Improve the Customer Experience" do you agree? Discuss with suitable examples.

c) How e-commerce players use data analytics to 'predict what customers are going to buy'? Explain with suitable examples.

Q6) *Any two from (a) or (b) or (c)* ——————— *(5x2) = 10 Marks*

a) Evaluate, how Promotion Metrics for Traditional media differs from that of Social media, with relevant examples.

b) Analyze & discuss the 'common mistakes' which, if not addressed, can derail the organization's predictive analytics efforts. Support your answers with relevant examples.

c) How an organization can effectively implement the 'Data Mining Process' & 'Critical Success Factors'? Discuss with suitable examples.

Q7) *Any one from (a) or (b)* ——————— *(10x1) = 10 Marks*

a) A popular automobile company has requested bids to acquire a controlling stake in its automobile business. You as a consultant of a prospective investor are required to give detailed explanation of how "Interbrand Brand Valuation Model" and "Young & Rubicam Brand Asset Valuator" can be helpful to understand different aspects of this airlines brand.

b) Evaluate the use of 'Break-Even', 'NPV' (Net present value) and "IRR" (Internal Rate of Return) methods for an FMCG company, for the purpose of Pricing Assessments, with suitable examples