



MBA DEGREE EXAMINATIONS: NOV/DEC 2023

(Regulation 2021)

Third Semester

MASTER OF BUSINESS ADMINISTRATION

P21MBE0141: Marketing Metrics and Analytics

COURSE OUTCOMES

- CO1** Analyze and interpret data using appropriate metrics for marketing decision.
- CO2** Develop strategies for a specific marketing scenario for a real time data using analytical tools.

Time: Three Hours

Maximum Marks: 100

Case Analysis (Compulsory)

PART A (1 x 20 = 20 Marks)

1.

Indigo Air, Coimbatore to Delhi					
Customer ID	Name	Recency (days)	Frequency (times)	Monetary (CLV)	Profit
1	Shravan	33	15	240	29
2	Shilpa	1	9	141	25
3	Anjelin	50	1	950	45
4	Raechel	6	10	200	27
5	Bhupathy	5	8	440	33
6	Raj	3	6	320	30
7	James	10	5	190	18.5
8	Lakshman	14	4	169	16
9	Swaminathan	5	3	130	16.1
10	Vilais	21	2	640	40
11	Deekshan	32	2	55	-2.2
12	Lois	24	3	42	-0.2
13	Harish	17	2	44	-4
14	Swapnil	4	1	132	7
15	Resham	45	1	458	39

CO2 [K_s]

Indigo Air is keen to analyse its customers frequently flying between Coimbatore and Delhi. Explain to the tactical management the process of calculating Customer Profitability using RFM and Whale Curve to develop marketing strategies. (20 Marks)

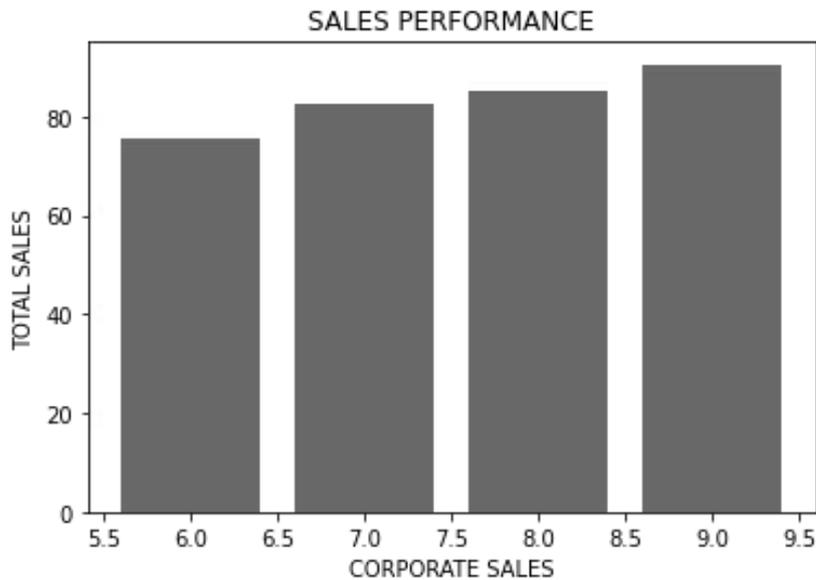
ANSWER ANY FIVE QUESTIONS

PART B (5 Questions x 10 Marks = 50 Marks)

2. Explain role and importance of any five key marketing metrics in strategic marketing decisions . CO1 [K₂]
3. Raksha Properties Private Limited based out of Chennai is into real estate business. 2 BHK Villa and 3 BHK flats are fast moving properties. The quarterly sales are given in INR Crores. The total sales from corporate establishment are also furnished here. CO1 [K₂]

PDT ID	MODEL DESC	Q1 SALES	Q2 SALES	Q3 SALES	Q4 SALES	CORP. SALES	TOTAL
1E2B	2 BHK EAST COCHIN TYPE1	23	26.50	13	15	7	84.50
2E2B	2 BHK EAST COCHIN TYPE2	18	23.50	12	16	7	76.50
3E2B	2 BHK EAST COCHIN TYPE3	17	27.50	11	14	6	75.50
1W2B	2 BHK WEST COCHIN TYPE1	20	29.00	12	16	8	85.00
2W2B	2 BHK WEST COCHIN TYPE2	22	27.00	12	16	8	85.00
3W2B	2 BHK WEST COCHIN TYPE3	16	26.50	11	16	6	74.50
1C2B	2 BHK CENTRL COCHIN TYPE1	18	26.50	11	15	7	77.50
2C2B	2 BHK CENTRL COCHIN TYPE2	16	24.50	11	15	7	73.50
3C2B	2 BHK CENTRL COCHIN TYPE3	16	24.50	11	15	7	73.50
4E3B	3 BHK EAST COCHIN TYPE4	23	26.00	12	16	8	85.00
5E3B	3 BHK EAST COCHIN TYPE5	20	25.00	12	16	7	80.00
4W3B	3 BHK WEST COCHIN TYPE4	16	24.50	11	15	6	72.50
5W3B	3 BHK WEST COCHIN TYPE5	17	21.50	11	15	6	70.50
6W3B	3 BHK WEST COCHIN TYPE6	17	26.50	12	15	7	77.50
1N2B	2 BHK NORTH COCHIN TYPE1	18	26.00	12	15	7	78.00
2N2B	2 BHK NORTH COCHIN TYPE2	19	24.50	12	16	7	78.50
3N2B	2 BHK NORTH COCHIN TYPE3	19	27.50	12	16	8	82.50
1N3B	3 BHK NORTH COCHIN TYPE1	24	27.50	12	18	9	90.50
2N3B	3 BHK NORTH COCHIN TYPE2	20	26.50	12	16	8	82.50
3N3B	3 BHK NORTH COCHIN TYPE3	19	28.00	12	16	8	83.00
7DLX	4 BHK NORTH TYPE DELUX	14	21.50	13	17	9	74.50

Develop the syntax that displays the following output to discuss the comparison of Corp Sales with that of total sales of Raksha Properties.



4. Illustrate the significance of predictive models in marketing with any two examples. CO1 [K₂]
5. Amrudh Foods is a home based processed food supplier with the registered office in Salem. Amrudh Foods makes and markets snacks and savouries in the city of Coimbatore. Mrs.Jaya, the founder of this organization, is a home maker and has rented a two floor building in Vilankurichi, Coimbatore. The first floor is the production area, and the ground floor is a stock godown cum office. In 2019, she has rented the kitchen equipment for INR 2,00,000 and incurs a depreciation of INR 1,00,000 on the delivery van. She pays a rent of 1,00,000 for the godown building. They pay wages for a pair who work in the kitchen with an agreement of @ Rs.30 per kg. Around INR 125 per kg is spent on procuring the raw materials. Mrs.Jaya approaches, your business school helps her deriving the breakeven volume. The price of these snacks and savouries is kept at 300 per kg. You are appointed as the consultant associate by the faculty member. Help Amrudh Foods in analyzing the breakeven volume. CO1 [K₄]
6. Examine the significance of fair share draw in product portfolio management with your own assumptions. CO1 [K₄]
7. Build a linear regression model with its algorithm for a marketing example of your choice. CO1 [K₃]

ANSWER ANY TWO QUESTIONS

PART C - 2 Questions X 15 Marks = 30 Marks

8. The market for LED TV s consists of six major players in the given table. Show room Manager of a popular showroom wants to know LG's market share relative to its largest competitor. A 3 firm concentration ratio will also help the top management to take decisions related to business expansion. Estimate Herfindahl Hirschman Index in terms of revenue share and interpret. (15 Marks) CO1 [K₅]

Market for Home Appliances – Washing Machine and Dryers	Units (Thousands)	Revenue (in US million Dollars) \$
Samsung	45	21,000
LG	30	11,000
Onida	24	9,600
Sony	15	12,000
UTV	8	8,400
Panasonic	20	5,277
Market Total	142.0	67,277*

9. The Design and Marketing team of a Kitchen Equipments manufacturer has a great idea for a new product – Digital Frier for household use. To sell the idea internally they want to project the volume of sales they can expect over the first year. A survey with their present client yields the following results

CO1 [K₆]

% of Customer Responding	
Definitely will Buy	30 %
Probably Will Buy	40 %
May/May not Buy	10 %
Probably Wont Buy	12.5 %
Definitely Wont Buy	7.5 %
Total	100 %

On this basis, company estimates a trial rate for the new Digital Frier by applying the industry standard expectation that 80 % of definites and 30 % of probables will in fact buy the product if given the opportunity. Marketers believe that they can generate awareness level equal to that of ACV which is 60 %. Predict the total sales volume at assumed target population of 20,000 households in the given market. (15 marks)

10. Dawn Energy in Coimbatore has been a regular buyer of copper from Schuman and Co. for the past 4 years. On an average Dawn Energy purchases copper worth of INR 980000 annually. The sales person makes around 10 purchase related calls, a year but not bills every time. Atleast 2 of his purchase calls is only for an enquiry and makes a billing only 6 times out of the total purchase calls. Schuman and Co. has a profit margin of 10 percent for copper sales to its regular buyers.
- Analyze the significance of customer life cycle. (7 marks)
 - Estimate Customer Life Time Value for Schuman and Co. (8 marks)

CO1 [K₄]
