

Register No.: ..... Name.: .....

**SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)**

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

**THIRD SEMESTER MBA DEGREE EXAMINATION (R), DECEMBER 2023****(2021 Scheme)****Course Code : 21MBA307-1****Course Name: Marketing Analytics****Max. Marks : 60****Duration: 3 Hours****PART A*****(Answer all questions. Each question carries 2 marks)***

1. Indicate two differences between Business Intelligence and Data science.
2. Specify the role of conjoint analysis as a statistical technique.
3. Define SEO practices used for a website.
4. Narrate on Buyer personas.
5. Define Net promoter score and Customer satisfaction score.

**PART B*****(Answer any 3 questions. Each question carries 10 marks)***

6. Explain the process and steps of customer journey mapping with the help of an example.
7. Depict the usage of Regression analysis and logistic regression in marketing analytics.
8. Analyze the impact of Marketing mix modeling on the decisions making of marketing managers with specific examples.
9. Explain 5 metrics used in measuring Web analytics.
10. Elucidate the scope of Generative AI in marketing with the help of Industry examples.

**PART C*****(Compulsory question, the question carries 20 marks)***

11. **DISNEY+HOTSTAR LOSES 12.5 MILLION PAID SUBSCRIBERS IN THE QUARTER ENDED JUNE.**

In the last nine months, OTT platform Disney + Hotstar has lost a total of 20.9 million paid subscribers. In the June-ended quarter alone, the platform lost 24% (12.5 million) paid subscribers-down from 52.9 million to 40.4 million. Losing the Indian Premier League (IPL) digital media rights to Jio Cinema has proved to be a tough loss for the platform. The IPL rights has helped it become one of the largest subscribed OTT platforms in India – it touched 61.3 million subscribers in the last quarter of 2022. Disney + Hotstar strategy to offer the ICC world cup free, Jio Cinema offering a wide variety of free content and HBO

content moving away to the competitor have added to Disney + Hotstar troubles.

In terms of revenue impact, potential revenue loss will remain in the range of 50 to 60 percent. The experts reckon that the subscriber loss has now largely bottomed out. Though subscribers have dropped significantly, the average monthly revenue per paid subscriber remains at ₹ 49 per month in Q3 FY23. A sudden change in the trend is not expected soon as the platform is forced to stream the World cup for free.

To address the issues Walt Disney's CEO Bob Iger stated that the company plans to bundle ad-free Disney+ and Hulu plans from October and offer 4k viewing experience at an additional cost. The revenue gains expected from the exercise is around 10 million. Additionally, they will include practices to curb password sharing, similar to what Netflix has implemented. In the market the only saving grace for Disney + Hotstar will be focusing on India Originals, including regional content.

- a) Analyze the key issues in pricing strategies and marketing mix modelling that contributed to the Disney + Hotstar's loss of paid subscribers and its revenue challenges in context of Indian Market. Marks (10)
- b) From the given data calculate the following:-
- i. Customer churn data for the last 9 months Marks (3)
  - ii. Considering the loss of subscribers and potential revenue loss calculate the revenue churn Marks (4)
  - iii. Considering the possible income from upsells calculate the Net Revenue Churn Rate. Marks (3)

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