

12659

M.B.A. 2 Year 3rd Semester (CBCS)
2019-20 New Scheme

Examination, November-2023

BUSINESS ANALYTICS

Paper- 20IMG23GB1 / 21IMG23GB1

Time allowed : 3 hours]

[Maximum marks : 80

Note: The question paper comprises of two Sections. Section 'A' is compulsory and each part carries two marks. Attempt any four questions from Section 'B' selecting one question from each unit. All questions carry sixteen mark.

Section-A

1. Conceptualize the following:
 - (a) Competitive Advantage
 - (b) Business Intelligence
 - (c) Data Mining
 - (d) Strategic Decisions
 - (e) Health Care Analytics
 - (f) Non-Profit Organization
 - (g) Data Scientist
 - (h) Data Analytics Companies

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Section-B**Unit-I**

2. What is business analytics and why it is important for managers?
3. Discuss business analytics process with suitable example.

Unit-II

4. What is predictive analytics? Discuss predictive analytics models in details.
5. Discuss various data analysis tools that are available for prescriptive analytics.

Unit-III

6. What is human resource analytics? Explain the importance of human resource analytics for today's organizations.
7. What tools are used in supply chain analytics? Discuss in detail.

Unit-IV

8. Write note on the following:
 - (a) Skills Required for Analytics
 - (b) Advantages and Disadvantages of Big Data
9. Is business analytics a high paying job? Discuss.