

Roll No. ....

**12659**

**MBA 2 Year 3rd Sem. (CBCS) 2019-20 New  
Scheme Examination – December, 2022**

**BUSINESS ANALYTICS**

Paper : 20IMG23GB1

Time : Three Hours ]

[ Maximum Marks : 80

*Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.*

**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* marks.

**SECTION – A**

1. Conceptualize the following :
  - (a) Business Analytics

12659-400-(P-3)(Q-9)(22)

P. T. O.

- (b) Distinct Capability
- (c) Prescriptive analytics
- (d) Data Mining
- (e) Human Resource Analytics
- (f) Supply Chain Analytics
- (g) Role of Data Engineer
- (h) Analytics Software

**SECTION – B**

**UNIT – I**

- 2. What is descriptive analytics and why it is important for managers ?
- 3. How business analytics can be used as a competitive strategy for business organizations ?

**UNIT – II**

- 4. How predictive analytics improve business ? Discuss.
- 5. How prescriptive analytics is used to solve business problems ? Discuss.

122222- (P-3)(Q-9)(22) ( 2 )

**UNIT – III**

- 6. What is marketing analytics ? Explain the importance of marketing analytics for today's business organizations.
- 7. Discuss financial analytics tools in detail.

**UNIT – IV**

- 8. Write notes on the following :
  - (a) Role of Statistician in Data Analytics
  - (b) Applications of Big Data in Government and Public Administration
- 9. What skills do you need to be a data analyst ? What does a data analyst do ?

\_\_\_\_\_

12859- (P-3)(Q-9)(22) ( 3 )