



MBA DEGREE EXAMINATIONS: APRIL / MAY 2023

(Regulation R2021A)

Second Semester

MASTER OF BUSINESS ADMINISTRATION

P21MBE0180: Introduction to Business Analytics

COURSE OUTCOMES

- CO1:** Explain the understanding of the fundamental Business Analytics Framework
- CO2:** Display the competence to assess the usage of various Business Analytics Technologies
- CO3:** Build a Business Analytics Plan to solve a business problem by integrating business analytics into core business process

Time: Three Hours

Maximum Marks: 100

PART A (1Q x 16 Marks = 16 Marks)

Case Analysis

- 1 ABC Clothing store is a multinational retail corporation with stores across various regions. To improve its sales performance and optimize operations, ABC Clothing store leveraged business analytics techniques to gain insights into customer behavior, demand patterns, and inventory management. How do ABC Clothing Store collect and analyze data to gain insights into customer behavior and preferences? Discuss the techniques or models which can be used by ABC Clothing Store for demand forecasting. How do these techniques help in inventory management and optimizing stock levels? Describe how ABC Clothing Store can leverage pricing optimization techniques to maximize revenue and profitability. What factors are to be considered in determining optimal pricing strategies? 16 CO3 [K₆]

PART B (10Q x 2 Marks = 20 Marks)

- 2 Define Business Analytics 2 CO1 [K₁]
- 3 What questions should we ask in our first conversation on business analytics? 2 CO1 [K₁]
- 4 What are the two approaches to Business Analytics solution design? 2 CO1 KL1
- 5 Define Unsupervised Learning with an example 2 CO1 KL1

6	Define moving average and exponential smoothing in forecasting	2	CO1	KL1
7	What is Natural Language Processing (NLP)?	2	CO1	KL1
8	Explain the benefits of Predictive Maintenance	2	CO1	K2
9	How does marketing optimization benefit organizations?	2	CO1	K1
10	Explain the purpose of Predictive Analytics	2	CO1	K2
11	What is Data Classification and why is it important?	2	CO1	K1

Part – C (4Qx16 Marks = 64 marks)
Answer Any Four Question only

12	Explain in detail about the different levels of Intelligence	16	CO2	K5
13	Explain in detail about the Requirements for Integrating Business Analytics	16	CO2	K5
14	a. Explain in detail about Network Analytics b. Explain in detail about Optimization in Data Analytics with example	8 8	CO2	K5
15	a. Explain in detail about the importance of data quality b. Explain in detail about the importance of data visualization	8 8	CO2	K5
16	Explain in detail about the importance of Operational analytics in industry with realtime examples on following: <ul style="list-style-type: none"> • Inventory management • Market optimization 	16	CO2	K5
