

School of Business

MBA
ETE - Jun 2023

Time : 3 Hours

Marks : 50

Sem II - MSB21T1004 - Introduction to Business Analytics

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

1. Explain the working of predictive analysis with appropriate example. K2 CO2 (2)
2. Briefly summarize predictive analytics and prescriptive analytics. K2 CO4 (2)
3. Discuss recent trends in data analytics using novel techniques, best practices? Explore your answer effectively. K2 CO3 (2)
4. Define main aim of the business analytics. K1 CO1 (2)
5. Identify on what basis you will select a trend line. K2 CO1 (2)
6. Determine the criteria that you may apply to determine whether a developed data model is good or not? K3 CO3 (5)
7. Draw a flow-diagram of main steps of prescriptive analytics with a suitable example. K4 CO4 (5)
8. Compare business intelligence and data analytics. K4 CO4 (6)
9. A manager at Gampco Inc. wishes to know the company's revenue and profit in its previous quarter. How business analytics will help the manager? Correlate the answer through a suitable example. K4 CO4 (8)
10. Write applications of business analytics in the field of marketing. K5 CO5 (8)
11. Describe recent trends (new techniques, best practices) in business analytics. How should you prepare yourself for business analytics industry? Justify your answer. K5 CO5 (8)