School of Finance and Commerce
Master of Business Administration in Financial Management
Semester End Examination - May 2024

Duration : 180 Minutes
Max Marks : 100

Sem IV - MBAF1003 - Business Analytics

General Instructions
Answer to the specific question asked
Draw neat, labelled diagrams wherever necessary
Approved data hand books are allowed subject to verification by the Invigilator

1) Discuss the supporting strategy at functional level for business analysis. K1 (2)

2) Explain the data classification with suitable examples. K2 (4)

3) Jessica, the lead business analyst for a life insurance project, has conducted elicitation with her team. Now, she is preparing to communicate the business analysis information to the stakeholders. Jessica aims to be effective and clear in her communication. explain the measure process for assessing interaction skills. K2 (6)

4) Illustrate the business analysics models with neat sketch. K3 (9)

5) Write Short notes on the following with the help of examples : Bar Graph, Pie Chart, Line Chart, K3 (9)

6) You're tasked with implementing a transpotation business analytics strategy. How do you ensure that the objectives of the analytics initiative align with the overall goals of the organization? What steps would you take to prioritize objectives based on their impact on business performance? K5 (10)

7) A retail company has collected a large dataset containing customer purchase history. How would you use data exploration tools such as Tableau or Power BI to visualize and analyze the data? What specific techniques would you employ to uncover insights into customer behavior and preferences? K4 (12)

8) Demonstrate the conept of business analysis with IT view. K5 (15)

9) A company has data stored across multiple systems and databases, including customer relationship management (CRM), enterprise resource planning (ERP), and marketing automation platforms. How would you use an ECM framework to integrate and consolidate data from these disparate sources for business analytics purposes? What challenges might you encounter, and how would you address them? K5 (15)

10) Write short notes on SWOT Analysis,PEST Analysis, ER Diagram, MOST. K6 (18)