

Total No. of Questions : 5]

PD-2807

SEAT No. :

[Total No. of Pages : 2

[6430]-505

F.Y. M.B.A.

BA 505 MJ-GC-05 : BUSINESS ANALYTICS

(2024 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) All questions are compulsory.
- 2) Each question carries equal marks.

Q1) Answer the following (Any 5 out of 8) :

[10]

- a) Define data & Information.
- b) What is meant by data cleaning.
- c) Give any two objectives of Financial Analytics.
- d) Define talent Management.
- e) Define data Visualization.
- f) Give two benefits of operational analytics.
- g) Define predictive analytics.
- h) List the tools which are used for business analytics.

Q2) Answer the following (Any 2 out of 3) :

[10]

- a) Explain the importance of Business analytics in Health Care.
- b) Explain 5 v's of Big Data.
- c) What are secondary data collection methods? Explain data privacy, security.

P.T.O.

Q3) a) Discuss in detail marketing analytics, customer segmentation, targeting & positioning. [10]

OR

b) What is meant by financial forecasting & planning? How one can do forecasting with proforma statement?

Q4) a) Explain work force planning & talent management & employee engagement and performance measurement with reference to HR-Analytics. [10]

OR

b) What is operational analytics? Explain process optimization & efficiency improvement in operational analytics.

Q5) a) What is data analytics in health care? Explain patient care optimization & resource management in this content? [10]

OR

b) Solve the following case study by appropriate methods of business analytics.

Background:-

The agribusiness sector faces significant challenges, including fluctuating market prices, unpredictable weather patterns and increasing demand for sustainable practices:

To remain competitive and ensure profitability, agribusinesses must leverage data-driven insights to enhance productivity and optimize operations.

Objective:-

To improve the overall productivity of an agribusiness by implementing business analytics solutions that analyze operational data, predict outcomes, and inform strategic decisions.



Total No. of Questions : 5]

PC-3255

[6380]-5005

F.Y. M.B.A.

105 : GC - 05 : BUSINESS ANALYTICS
(2024 Pattern) (Semester - I)

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Each question carries equal marks.

Q1) Answer the following (Any 5 out of 8) :

[5 × 2 = 10]

- a) Enlist skills of Good Business Analyst.
- b) Use of power BI in Business Analytics.
- c) Explain hypothesis in brief.
- d) Enlist different quantitative methods for data collection.
- e) Limitations of Business analytics.
- f) Data Collection.
- g) EDA stands for.
- h) Explain Data cleaning.

Q2) Answer the following (Any 2 out of 3) :

[2 × 5 = 10]

- a) Explain the importance of Business Analytics in HR.
- b) Discuss Big Data collection and ethics.
- c) Give the characteristics of the analytical decision making process.

P.T.O.

Q3) a) Explain in detail Business Analytics in marketing. [10]

OR

b) Explain how financial performance can be improved with help of Business Analytics.

Q4) a) Explain role of Operational excellence through Business Analytics with suitable example. [10]

OR

b) Explain any two areas of HR in which Business Analytics can be applied. Explain with suitable example.

Q5) a) Explain Health care analytics for optimizing patient care and resource management. [10]

OR

b) Solve the following case and give the solution by considering Business Analytics.

Company Name:- Green Harvest farms

Overview:- Green Harvest farms, a mid sized agricultural producer, specializes in organic vegetables. The company faced challenges in optimizing crop yields and managing supply chain inefficiencies.

Problem:- Seasonal Fluctuations and unpredictable weather patterns resulted in inconsistent crop production and revenue losses. Additionally, excess inventory during peak harvest time led to increased waste.

