

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.

