

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.

