

Total No. of Questions : 5]

SEAT No. :

PF-12415

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[6648]-1005

M.B.A.

BA-505MJ - GC-05 : BUSINESS ANALYTICS

(2025 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 60

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) All questions carry equal marks.

Q1) Answer the following (Any 6 out of 9) :

[12]

- a) What is Exploratory Data Analysis.
- b) Define customer segmentation.
- c) What is meant by hypothesis testing in Business Analytics?
- d) Define Prescriptive Analytics.
- e) What is crop yield prediction?
- f) What is credit scoring?
- g) Define Supply Chain Analytics.
- h) What is patient care optimization?
- i) Define logistics management.

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

[12]

- a) Explain Importance of Business Analytics in health care.
- b) Discuss Secondary Data Sources Collection methods in Business Analytics.
- c) Explain characteristics and skill required to be a good Business Analyst.

P.T.O.

Q3) Answer any one :

[12]

- a) Design a comprehensive customer segmentation and data driven marketing strategy for a new e-commerce product Launch.

OR

- b) Discuss financial Analytics for effective financial forecasting and planning.

Q4) Answer the following :

[12]

- a) Explain talent management and Employee engagement in content of HR Analytics.

OR

- b) What is Operational Analytics? Explain process optimization and efficiency Improvement with suitable example

Q5) Answer the following :

[12]

- a) Explain how business Analytics can be used for market Analysis and Risk management in Agri-business.

OR

- b) A retail chain wants to improve marketing effectiveness. Using Business Analytics suggest how they can apply predictive Analytics for better result.
