

Total No. of Questions : 5]

SEAT No. :

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[6648]-827

S.Y.M.B.A.

SE BA - 11 : RETAIL AND E - COMMERCE ANALYTICS
(2024 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Attempt all the questions.*
- 2) *All questions carry equal marks.*
- 3) *Figures to the right indicate full marks.*

Q1) Answer any Five of the following (2 marks each).

[10]

- a) What is C2C model?
- b) Define transactional data.
- c) What is CRM in retail?
- d) Define predictive analytics.
- e) What is ETL process?
- f) What is dynamic pricing?
- g) Define supply chain analytics.
- h) What is web analytics?

Q2) Answer any Two of the following (5 marks each).

[10]

- a) Explain data privacy and ethical issues in India.
- b) Discuss tools used in retail analytics (SQL, Tableau, Excel).
- c) Explain role of analytics in customer acquisition and retention.

P.T.O.

Q3) Answer any one.

[10]

- a) Explain market basket analysis and recommendation systems.

OR

- b) Discuss pricing analytics and dynamic pricing strategies.

Q4) Answer any one.

[10]

- a) Explain supply chain optimization using analytics.

OR

- b) Discuss omni - channel analytics and integration in retail.

Q5) Answer any one.

[10]

- a) Explain case study of Big Bazaar or D-Mart using analytics concepts.

OR

- b) Discuss emerging trends in retail analytics.

