

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
FOURTH TRIMESTER MBA DEGREE EXAMINATION(R&S), NOVEMBER 2019

Course Code: 42

Course Name: Business Analytics

Max. Marks: 60

Duration: 3 Hours

PART A

Answer all questions. Each question carries 2 marks.

| | | Marks |
|---|--|-------|
| 1 | State the purpose of Business Analytics | (2) |
| 2 | Define Credit Risk Analysis | (2) |
| 3 | Explain the metrics used for employee turnover | (2) |
| 4 | What is perceptual mapping? | (2) |
| 5 | Define What-if Analysis | (2) |

PART B

Answer any three questions. Each question carries 10 marks.

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|----|---|------|
| 6 | Explain the process of Business Analytics | (10) |
| 7 | Explain the Scope and importance of Make or Buy Decision. Discuss the various stages involved in its process. | (10) |
| 8 | Identify the role of training analytics in an organisation with reference to the growth stage of a business | (10) |
| 9 | What is Marketing Analytics? How is it beneficial to a company?. Explain | (10) |
| 10 | List out the various Predictive Analytics tools. Explain features of any two. | (10) |

PART C

Compulsory Question. The question carries 20 marks.

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| 11 | Suppose you have been appointed as the Business Data Analyst of a perfume company having global establishment. Analyse how web analytics helps your company to grow to the next level? | (20) |
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