Reg No.:_____                     Name:_____

# APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

Third Semester MBA Degree Examination February 2022 (2020 scheme)

**Course Code: 20MBA203**

**Course Name:  BUSINESS ANALYTICS**

Max. Marks: 60                                                             Duration: 3 Hours

## PART A

### *Answer all questions. Each question carries 2 marks*                     Marks

| | | |
|---|---|---|
| 1 | Business Intelligence | (2) |
| 2 | Wealth management | ( 2) |
| 3 | Power BI | ( 2) |
| 4 | Google Analytics. | ( 2) |
| 5 | Click stream analytics | ( 2) |

## PART B

### *Answer any 3 questions. Each question carries 10 marks*

| | | |
|---|---|---|
| 6 | Business Analytics process | (10 ) |
| 7 | Inventory Modeling | (10) |
| 8 | Analytics frameworks like LAMP | (10) |
| 9 | Market Intelligence | (10) |
| 10 | Single-period purchase decisions | (10) |

## PART C

### *Compulsory question. This question carries 20 marks*

11      1.  What, according to you, are the core competencies of a Business      (20)
            Analyst(5)

        2.  List some of the skills and tools used by Business Analysts(5)

        3.  How do you see yourself fit for the role of business analyst in our
            company(5)

        4. What is the role of a business analyst in an organization(5)

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