Reg No.:_____ 　　　　　　　　Name:_____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
Third Semester MBA Degree Regular and Supplementary Examination December 2022

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	Explain data visualization	(2)
2	List out the methods used in credit risk analysis	(2)
3	Discuss the importance of predictive analytics in staffing analytics	(2)
4	Distinguish between anonymous and registered users	(2)
5	Explain the concept of overbooking	(2)

PART B
Answer any 3 questions. Each question carries 10 marks

6	Elaborate the types of decision models with example	(10)
7	Discuss the importance of demand planning. Explain the quantitative methods used in demand forecasting with example.	(10)
8	"An intelligent implementation of analytic tools and techniques can boost recruitment performance by revealing useful information for decision-makers and improving hiring decisions as a result". Explain	(10)
9	Illustrate the use of factor analysis and cluster analysis in marketing analytics	(10)
10	Discuss Logic driven predictive models with example	(10)

PART C
Compulsory question. This question carries 20 marks

11 You have recently started a Video CD rent shop. After 2 months you realize that (20) there is tough competition in the market and you need to make a more customer centric strategy to stand out in the market. Hence, you want to collect the most granular details of your customer behaviour and build strategy accordingly.
Questions:

1. How do you collect data so as to capture all the important information?

2. How do you use data with advanced analytics to make your marketing/sales

strategies more targeted?

****