Total No. of Questions : 5]

SEAT No. :

PD-2807

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F.Y. M.B.A.

BA 505 MJ-GC-05 : BUSINESS ANALYTICS

(2024 Pattern) (Semester - I)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates :

1) ***All questions are compulsory.***
2) ***Each question carries equal marks.***

Q1) **Answer the following (Any 5 out of 8) :** **[10]**

a) Define data & Information.

b) What is meant by data cleaning.

c) Give any two objectives of Financial Analytics.

d) Define talent Management.

e) Define data Visualization.

f) Give two benefits of operational analytics.

g) Define predictive analytics.

h) List the tools which are used for business analytics.

Q2) **Answer the following (Any 2 out of 3) :** **[10]**

a) Explain the importance of Business analytics in Health Care.

b) Explain 5 v's of Big Data.

c) What are secondary data collection methods? Explain data privacy, security.

P.T.O.

Q3) a) Discuss in detail marketing analytics, customer segmentation, targeting & positioning. **[10]**

OR

b) What is meant by financial forecasting & planning? How one can do forecasting with proforma statement?

Q4) a) Explain work force planning & talent management & employee engagement and performance measurement with reference to HR-Analytics. **[10]**

OR

b) What is operational analytics? Explain process optimization & efficiency improvement in operational analytics.

Q5) a) What is data analytics in health care? Explain patient care optimization & resource management in this content? **[10]**

OR

b) Solve the following case study by appropriate methods of business analytics.

Background:-

The agribusiness sector faces significant challenges. including fluctuating market prices, unpredictable weather patterns and increasing demand for sustainable practices:

To remain competitive and ensure profitability, agribusinesses must leverage data-driven insights to enhance productivity and optimize operations.

Objective:-

To improve the overall productivity of an agribusiness by implementing business analytics solutions that analyze operational data, predict out comes, and inform strategic decisions.