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Total No. of Questions : 5]

SEAT No. :

PF-5707

[Total No. of Pages : 2

[6648]-505
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) : **[5 × 2 = 10]**

a) Define Business analytics.

b) State the types of analytics.

c) Explain the concept of quality data.

d) Enlist skills of a good business analyst.

e) Define Data cleaning.

f) What is hypothesis testing?

g) What is Data inspection?

h) State the characteristics of good questions.

Q2) Answer any two : **[2 × 5 = 10]**

a) State the differences between Data, Information and knowledge.

b) Differenciate between Data Analyst Vs. Business Analyst.

c) Define Big data and explain 5V's of Big data.

Q3) Discuss the role of HR Analytics in Business. **[10]**

OR

What is Health care analytics, Discuss the importance of Health care analytics in patient care optimization and predictive analytics for health out comes.

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Q4) Explain financial forecasting and planning with reference to financial analytics. **[10]**

OR

Write a short notes :

a) Marketing Analytics

b) Operations Analytics

Q5) Explain the practical implemention areas of Agri Business management analytics with specific examples. **[10]**

OR

Solve the following case and give suitable solution by considering HR analytics.

XYZ Pvt. ltd., a mid-sized technology company with 500 employees faced challenges with employee retention and performance management. The HR department relied on traditional methods for recruitment, training and performance evaluation, but the organisation had seen increasing turnover rates, particularly among high performing employees.

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