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Total No. of Questions : 5]

SEAT No. :

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M.B.A.

BA-505MJ - GC-05 : BUSINESS ANALYTICS

(2025 Pattern) (Semester - I)

Time : 2½ Hours] *[Max. Marks : 60*

Instructions to the candidates:

1) *All questions are compulsory.*
2) *All questions carry equal marks.*

Q1) **Answer the following (Any 6 out of 9) :** **[12]**

a) What is Exploratory Data Analysis.

b) Define customer segmentation.

c) What is meant by hypothesis testing in Business Analytics?

d) Define Prescriptive Analytics.

e) What is crop yield prediction?

f) What is credit scoring?

g) Define Supply Chain Analytics.

h) What is patient care optimization?

i) Define logistics management.

Q2) **Answer the following (Any 2 out of 3) :** **[12]**

a) Explain Importance of Business Analytics in health care.

b) Discuss Secondary Data Sources Collection methods in Business Analytics.

c) Explain characteristics and skill required to be a good Business Analyst.

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Q3) **Answer any one :** **[12]**

a) Design a comprehensive customer segmentation and data driven marketing strategy for a new e-commerce product Launch.

OR

b) Discuss financial Analytics for effective financial forecasting and planning.

Q4) **Answer the following :** **[12]**

a) Explain talent management and Employee engagement in content of HR Analytics.

OR

b) What is Operational Analytics? Explain process optimization and efficiency Improvement with suitable example.

Q5) **Answer the following :** **[12]**

a) Explain how business Analytics can be used for market Analysis and Risk management in Agri-business.

OR

b) A retail chain wants to improve marketing effectiveness. Using Business Analytics suggest how they can apply predictive Analytics for better result.

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