[6380]-5005

F.Y. M.B.A.

105 : GC - 05 : BUSINESS ANALYTICS

(2024 Pattern) (Semester - I)

Time : 2 ½Hours]   *[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)   Enlist skills of Good Business Analyst.

b)   Use of power BI in Business Analytics.

c)   Explain hypothesis in brief.

d)   Enlist different quantitative methods for data collection.

e)   Limitations of Business analytics.

f)   Data Collection.

g)   EDA stands for.

h)   Explain Data cleaning.

Q2) Answer the following (Any 2 out of 3) :   **[2 × 5 = 10]**

a)   Explain the importance of Business Analytics in HR.

b)   Discuss Big Data collection and ethics.

c)   Give the characteristics of the analytical decision making process.

Q3) a) Explain in detail Business Analytics in marketing. **[10]**

OR

b) Explain how financial performance can be improved with help of Business Analytics.

Q4) a) Explain role of Operational excellence through Business Analytics with suitable example. **[10]**

OR

b) Explain any two areas of HR in which Business Analytics can be applied. Explain with suitable example.

Q5) a) Explain Health care analytics for optimizing patient care and resource management. **[10]**

OR

b) Solve the following case and give the solution by considering Business Analytics.

Company Name:- Green Harvest farms

Overview:- Green Harvest farms, a mid sized agricultual producer, specializes in organic vegetables. The company faced challenges in optimizing crop yields and managing supply chain inefficiencies.

Problem:- Seasonal Fluctuations and unpredictable weather patterns resulted in inconsistant crop production and revenue losses. Additionally, excess inventory during peak harvest time led to increased waste.

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