

Code No: **24BA201A**

**I MBA - II Semester – Regular / Supplementary Examinations
JULY 2026**

BUSINESS ANALYTICS

Duration: 3 Hours

Max. Marks: 70

Note: 1. This question paper contains two Parts: Part-A and Part-B.
 2. Part-A contains 5 essay questions with an internal choice from each unit.
 Each Question carries 12 marks.
 3. Part-B contains one Case Study for 10 Marks.
 4. All parts of Question paper must be answered in one place

BL – Blooms Level

CO – Course Outcome

PART - A

			BL	CO	Max. Marks
<u>UNIT – I</u>					
1.	a)	Explain the concept of business analytics and discuss its significance in modern organizations.	L2	CO1	6 M
	b)	Provide examples of Business analytics to illustrate its practical applications.	L2	CO1	6 M
OR					
2.	a)	Explain the key characteristics of three major types of analytics.	L2	CO1	6 M
	b)	Illustrate the techniques, and tools used in descriptive, predictive, and prescriptive analytics.	L2	CO1	6 M

<u>UNIT – II</u>					
3.	a)	Explain the concept of data warehousing.	L2	CO2	6 M
	b)	Discuss the advantages and challenges of implementing a data warehouse in a business environment.	L2	CO2	6 M
OR					
4.	a)	Identify the main challenges organizations face when implementing data mining techniques and Business Performance Management (BPM) systems.	L2	CO2	6 M
	b)	Discuss the role of data mining in marketing.	L2	CO2	6 M
<u>UNIT-III</u>					
5.	a)	Explain the concept of business analytics and its significance in modern organizations.	L2	CO3	6 M
	b)	Discuss the role of business analytics in driving organizational change.	L2	CO3	6 M
OR					
6.	a)	What is marketing analytics? Explain the role of marketing analytics in modern marketing strategies.	L2	CO3	6 M
	b)	Discuss the applications of marketing analytics in digital marketing.	L2	CO3	6 M
<u>UNIT – IV</u>					
7.	a)	Discuss the various predictive analytics tools and technologies used for data predictions.	L2	CO4	6 M

	b)	Discuss the applications of predictive analytics in different industries, such as healthcare, finance, and marketing.	L2	CO4	6 M
OR					
8.	a)	Explain how predictive analytics can be used to analyze customer behavior and improve marketing strategies.	L2	CO4	6 M
	b)	Discuss the common challenges faced by organizations when implementing predictive analytics models.	L2	CO4	6 M
<u>UNIT – V</u>					
9.	a)	Explain the concept of data interpretation and its significance in the process of data analysis.	L2	CO5	6 M
	b)	Discuss the concept of data visualization and its importance in making data more accessible and understandable.	L2	CO5	6 M
OR					
10.	a)	Discuss the features and capabilities of Tableau and Power BI as tools for descriptive analytics.	L2	CO5	6 M
	b)	Discuss the various applications of descriptive analytics in business operations.	L2	CO5	6 M

PART – B

11.	CASE STUDY	L3	CO2	10 M
A retail chain wants to predict monthly sales based on factors such as advertising spend, seasonal trends, and customer purchases data. 1. Which regression technique would be suitable for forecasting sales (linear regression, time series regression, or multiple regression?) Why? 2. How would you interpret the coefficients of the regression model to identify key sales drivers? 3. If your model shows multicollinearity issues, what steps would you take to address this problem?				