

THE KAVERY ENGINEERING COLLEGE*(An Autonomous Institution)***MBA DEGREE END SEMESTER THEORY EXAMINATIONS, APRIL-MAY 2025****Second Semester****Master of Business Administration****BA4206/PMBT2426 - Business Analytics****Regulations – 2021/2024****Duration: 3 Hrs****Maximum: 100 Marks****PART – A (ANSWER ALL QUESTIONS) (Marks 10*2=20)**

Q. No	Questions	BLT	CO	Marks
1.	Define Business Analytics (BA) and explain its key components.	L1	1	2
2.	What are the terminologies in Business Analytics.	L1	1	2
3.	Define Data and Technology.	L1	2	2
4.	How does aligning Business Analytics with organizational structures benefit a company?	L1	2	2
5.	What is Descriptive Analytics, and how does it differ from other types of analytics?	L1	3	2
6.	Define descriptive statistics and mention two common measures used in this type of analysis.	L1	3	2
7.	What is Predictive Analytics, and how does it differ from Descriptive Analytics?	L1	4	2
8.	Illustrate the predictive modeling procedure.	L2	4	2
9.	What is Prescriptive Analytics, and how does it differ from Predictive Analytics?	L1	5	2
10.	Define prescriptive modeling and provide an example of its application in business decision-making.	L1	5	2

PART – B (ANSWER ALL QUESTIONS) (Marks 5*16 = 80)

Q.No	Questions	BLT	CO	Marks
11.	a Explain the process of Business Analytics. Discuss the various stages and techniques involved in the analytics process.	L2	1	16
	Or			
	b Outline the importance of Business Analytics in organizational decision-making. How can Business Analytics be used to gain a competitive advantage?	L2	1	16
12.	a Explain how an organization can manage its Business Analytics personnel, data, and technology effectively to ensure the success of its BA initiatives. Discuss the roles of different stakeholders involved.	L2	2	16
	Or			
	b Summarize the importance of managing information policy and data quality in Business Analytics. How do changes in BA technology and practices impact the way organizations manage these factors?	L2	2	16

13.	a	Identify the concept of descriptive analytics. How is data visualized and explored in descriptive analytics to uncover patterns and insights?	L3	3	16
		Or			
	b	Organize the role of probability distributions in Descriptive Analytics. How are sampling and estimation techniques applied to analyze data in this context?	L3	3	16
14.	a	Examine the logic and data-driven models used in Predictive Analytics. Discuss the procedure involved in building predictive models and their applications.	L4	4	16
		Or			
	b	Analyze the role of Data Mining in Predictive Analytics. How do techniques like classification, regression, and clustering contribute to predictive analysis?	L4	4	16
15.	a	Examine the concept and types of Prescriptive modeling How does Prescriptive Modeling help businesses optimize decision-making and improve performance?	L4	5	16
		Or			
	b	Discover Non-Linear Optimization in Prescriptive Analytics. How does it contribute to business performance improvement, and what are some common methods used in this type of optimization?	L4	5	16