



JP – 308

**I Semester M.Com. (FA) Degree Examination, June 2023
(CBCS) (2020-21 and Onwards)
COMMERCE (Financial Analysis)
Paper – 1.4 : Business Analytics**

Time : 3 Hours

Max. Marks : 70

SECTION – A

1. Answer **any seven** questions out of ten. **Each** question carries **two** marks.

(7×2=14)

- a) Define Business Analytics.
- b) What is Financial Analytics ?
- c) What is data modeling ?
- d) What is the difference between structured and unstructured data ?
- e) What is visualization of data ?
- f) What do you mean by random forests?
- g) What is a box plot and how is it used in data visualization ?
- h) What is the difference between continuous and discrete distributions ?
- i) What is competitive intelligence, and how is it used in business analytics ?
- j) What is Machine Learning ?

SECTION – B

Answer **any four** questions out of six. **Each** question carries **five** marks. **(4×5=20)**

- 2. Discuss the importance of business analytics.
- 3. What are ethical considerations in business analytics ?

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4. Explain the difference between a data warehouse and a traditional database. What are the benefits of using a data warehouse ?
5. Describe the role of marketing analytics in business. What are some common applications of marketing analytics ?
6. What is data cleaning, and why is it necessary in analytics ? What are some common techniques used in data cleaning ?
7. What are some common data summarization methods used in analytics ? Describe each method in detail, and provide examples of when each method are using.

SECTION – C

Answer **any two** questions out of four. **Each** question carries **twelve** marks.

(2×12=24)

8. Briefly explain the role of Artificial Intelligence in Business.
9. What is data mining and what are some of the most commonly used data mining techniques ? Provide examples of how these techniques can be used in business.
10. Define data visualization, and explain its role in analytics.
11. What is the role of a data scientist in business and society ? What are some common challenges that data scientists face in their work ?

SECTION – D

Compulsory Skill based question on subject.

(1×12=12)

12. A large organisation in Australia with a market capitalisation of \$ 4.7 billion approached Business Analysis (BAPL) to integrate their financial systems in order to remain competitive and efficient in the rapidly evolving finance industry. The objective was to improve the way they lend and enhance the overall



customer experience. The project involved connecting three new systems to their existing core system which was over a decade old and could not be replaced. The core system was connected to several internal systems which were not integrated, resulting in inefficient and disjointed customer business processes. This caused duplication of information across business functions and often led to incorrect customer data due to manual data entry into multiple IT software systems. BAPL was tasked with addressing these issues and improving the integration and flow of customer business processes. The project resulted in significant improvements to the customer experience, market share and efficiency across the organisation.

Questions :

- 1) What were the main challenges faced by the client in this case study, and how did Business Analysis (BAPL) help address these challenges ?
 - 2) How did the integration of new financial systems help improve the overall customer experience, and what specific benefits did it bring to the organisation in terms of market share and efficiencies ?
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