

Q.6

Attempt any two:

- i. Using the Business Model Canvas, outline the essential components for a startup offering digital marketing services. Provide brief explanations for each component. **5** 3 5 6 5
- ii. Apply the root cause analysis technique to the following scenario: An IT company is experiencing project delivery delays due to miscommunication. Suggest a structured approach to address the issue. **5** 3 5 6 5
- iii. Discuss how enterprise IT applications (ERP or CRM) can improve organizational efficiency. Provide an example of implementation in a real-world context. **5** 3 5 6 5

*Total No. of Questions: 6**Total No. of Printed Pages: 4***Enrollment No.....**

Knowledge is Power

Faculty of Management Studies**End Sem Examination Dec 2024****MS3CO42 Basics to Business Analytics**

Programme: BBA

Branch/Specialisation: Business

Analytics

Duration: 3 Hrs.**Maximum Marks: 60**

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

Marks	BL	PO	CO	PSO
--------------	-----------	-----------	-----------	------------

- Q.1 i. Which of the following is NOT a component of information systems? **1** 1 1 1 1
- (a) Hardware
 - (b) Software
 - (c) Mathematics
 - (d) Data
- ii. The S.M.A.R.T framework is primarily used for: **1** 1 1 2 1
- (a) Solving IT problems
 - (b) Framing business problems
 - (c) Conducting financial analysis
 - (d) Developing software applications
- iii. The MECE principle in problem-solving stands for: **1** 1 1 2 2
- (a) Mutually exclusive collectively exhaustive
 - (b) Multiple efficient collaborative efforts
 - (c) Multidisciplinary evaluation criteria and efficiency
 - (d) None of these
- iv. Which of the following is NOT a step in the root cause analysis process? **1** 1 1 2 1
- (a) Identify the problem
 - (b) Eliminate all causes
 - (c) Collect data and evidence
 - (d) Implement a temporary solution

	[2]		[3]
v.	The "5 Whys" framework is used to: (a) Create financial models (b) Analyze root causes of problems (c) Develop marketing strategies (d) Formulate business processes	1 2 2 4 3	iii. Explain the S.M.A.R.T framework and apply it to analyze the following scenario: A hospital wants to reduce patient waiting time. OR iv. Describe the MECE approach and its importance in analyzing business problems. Provide a suitable example.
vi.	Which of the following frameworks is used for analyzing external environmental factors? (a) SWOT analysis (b) PESTEL analysis (c) Business model canvas (d) The 5C framework	1 1 3 4 4	Q.3 i. What is the Business Model Canvas? Mention any two of its components. ii. Describe the PESTEL framework and its application in analyzing external business environments. iii. Using the "5 Whys" framework, analyze the root cause of the following issue: A retail store is experiencing frequent stockouts.
vii.	What is the primary responsibility of a business analyst? (a) Coding and debugging software (b) Identifying business needs and solutions (c) Financial auditing (d) Database management	1 1 3 4 4	OR iv. Explain the importance of interviewing techniques in business problem analysis. Discuss the SPIN framework with an example.
viii.	A competency required for a successful business analyst is: (a) Proficiency in accounting (b) Strong interpersonal and communication skills (c) Advanced programming skills (d) Inventory management skills	1 2 3 4 4	Q.4 i. Define the term "Business Analysis." Why is it significant for organizational success? ii. Explain the SWOT analysis framework and discuss its relevance in strategic planning. iii. Discuss the responsibilities and competencies of a business analyst in modern organizations.
ix.	ERP systems are primarily used for: (a) Business process automation (b) Employee engagement (c) Customer data visualization (d) Network security	1 2 4 6 5	OR iv. Describe the Business Analysis Maturity Model and its relevance for assessing organizational capabilities.
x.	Which of the following is a business process modeling technique? (a) SWOT analysis (b) Value chain diagram (c) Fishbone diagram (d) Flowchart	1 2 4 6 5	Q.5 i. Discuss the role of IT in enhancing business efficiency. Provide examples of ERP or CRM applications. ii. Explain the concept of business process modeling. Create a simple flowchart for the online order fulfillment process of an e-commerce business.
Q.2	i. Define problem-solving skills and explain their significance in business decision-making. ii. Differentiate between facts and opinions. Why is it important to identify them while framing problems?	2 1 1 1 1 3 2 2 2 1	OR iii. Using the requirements engineering framework, explain the steps involved in gathering and validating business requirements.

Marking Scheme					
MS3CO42 (T) Basics of Business Analytics (T)					
Q.1	i)	(c) Mathematics	1	i.	Explanation: 2 Marks, Examples: 2 Marks
	ii)	(b) Framing business problems	1	ii.	Explanation: 3 Marks, Flowchart: 3 Marks
	iii)	(a) Mutually exclusive collectively exhaustive	1	OR	iii. Steps Explanation: 4 Marks, Example: 2 Marks
	iv)	(b) Eliminate all causes	1		
	v)	(b) Analyze root causes of problems	1	Q.6	i. Explanation: 2 Marks,
	vi)	(b) PESTEL analysis	1		Brief Component Explanations: 3 Marks
	vii)	(b) Identifying business needs and solutions	1	ii.	Structured Explanation: 2 Marks, Solution Steps: 3 Marks
	viii)	(b) Strong interpersonal and communication skills	1	iii.	Explanation: 2 Marks, Real-World Example: 3 Marks
	ix)	(a) Business process automation	1		
	x)	(d) Flowchart	1		
Q.2	i.	Definition: 1 Marks, Explanation: 1 Marks	2		
	ii.	Definition: 1 Marks, Explanation/Example: 2 Marks	3		*****
	iii.	Definition: 2 Marks, Explanation/Example: 3 Marks	5		
OR	iv.	Steps (All Detailed): 5 Marks	5		
Q.3	i.	Definition: 1 Marks, Explanation: 1 Marks	2		
	ii.	Definition: 1 Mark, Explanation/Example: 2 Marks	3		
	iii.	Definition: 2 Marks, Step-by-step explanation: 3 Marks	5		
OR	iv.	Definition: 2 Marks, Explanation/Example: 3 Marks	5		
Q.4	i.	Definition: 1 Mark, Explanation: 1 Mark	2		
	ii.	Definition: 1 Mark, Explanation: 2 Marks	3		
	iii.	Definition: 2 Marks, Explanation/Example: 3 Marks	5		
OR	iv.	Definition: 2 Marks, Explanation: 3 Marks	5		