

- Q.6 Attempt any two:
- 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
  - 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
  - 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

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Total No. of Questions: 6

Total No. of Printed Pages:4

Enrollment No.....



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					

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v.	The "5 Whys" framework is used to:	<b>1</b>	2	2	4	3
	(a) Create financial models					
	(b) Analyze root causes of problems					
	(c) Develop marketing strategies					
	(d) Formulate business processes					
vi.	Which of the following frameworks is used for analyzing external environmental factors?	<b>1</b>	1	3	4	4
	(a) SWOT analysis					
	(b) PESTEL analysis					
	(c) Business model canvas					
	(d) The 5C framework					
vii.	What is the primary responsibility of a business analyst?	<b>1</b>	1	3	4	4
	(a) Coding and debugging software					
	(b) Identifying business needs and solutions					
	(c) Financial auditing					
	(d) Database management					
viii.	A competency required for a successful business analyst is:	<b>1</b>	2	3	4	4
	(a) Proficiency in accounting					
	(b) Strong interpersonal and communication skills					
	(c) Advanced programming skills					
	(d) Inventory management skills					
ix.	ERP systems are primarily used for:	<b>1</b>	2	4	6	5
	(a) Business process automation					
	(b) Employee engagement					
	(c) Customer data visualization					
	(d) Network security					
x.	Which of the following is a business process modeling technique?	<b>1</b>	2	4	6	5
	(a) SWOT analysis (b) Value chain diagram					
	(c) Fishbone diagram (d) Flowchart					
Q.2 i.	Define problem-solving skills and explain their significance in business decision-making.	<b>2</b>	1	1	1	1
ii.	Differentiate between facts and opinions. Why is it important to identify them while framing problems?	<b>3</b>	2	2	2	1

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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.	<b>5</b>	3	2	2	2
OR iv.	Describe the MECE approach and its importance in analyzing business problems. Provide a suitable example.	<b>5</b>	3	2	2	2
Q.3 i.	What is the Business Model Canvas? Mention any two of its components.	<b>2</b>	1	2	3	3
ii.	Describe the PESTEL framework and its application in analyzing external business environments.	<b>3</b>	2	3	4	4
iii.	Using the "5 Whys" framework, analyze the root cause of the following issue: A retail store is experiencing frequent stockouts.	<b>5</b>	3	3	4	4
OR iv.	Explain the importance of interviewing techniques in business problem analysis. Discuss the SPIN framework with an example.	<b>5</b>	3	4	6	5
Q.4 i.	Define the term "Business Analysis." Why is it significant for organizational success?	<b>2</b>	1	3	4	4
ii.	Explain the SWOT analysis framework and discuss its relevance in strategic planning.	<b>3</b>	2	3	5	4
iii.	Discuss the responsibilities and competencies of a business analyst in modern organizations.	<b>5</b>	3	3	5	4
OR iv.	Describe the Business Analysis Maturity Model and its relevance for assessing organizational capabilities.	<b>5</b>	3	3	5	4
Q.5 i.	Discuss the role of IT in enhancing business efficiency. Provide examples of ERP or CRM applications.	<b>4</b>	2	4	6	5
ii.	Explain the concept of business process modeling. Create a simple flowchart for the online order fulfillment process of an e-commerce business.	<b>6</b>	3	4	6	5
OR iii.	Using the requirements engineering framework, explain the steps involved in gathering and validating business requirements.	<b>6</b>	3	4	6	5

**Marking Scheme**  
**MS3CO42 (T) Basics of Business Analytics (T)**

Q.1	i)	(c) Mathematics	1	Q.5	i.	Explanation: 2 Marks, Examples: 2 Marks	4
	ii)	(b) Framing business problems	1		ii.	Explanation: 3 Marks, Flowchart: 3 Marks	6
	iii)	(a) Mutually exclusive collectively exhaustive	1	OR	iii.	Steps Explanation: 4 Marks, Example: 2 Marks	6
	iv)	(b) Eliminate all causes	1				
	v)	(b) Analyze root causes of problems	1	Q.6	i.	Explanation: 2 Marks, Brief Component Explanations: 3 Marks	5
	vi)	(b) PESTEL analysis	1		ii.	Structured Explanation: 2 Marks, Solution Steps: 3 Marks	5
	vii)	(b) Identifying business needs and solutions	1		iii.	Explanation: 2 Marks, Real-World Example: 3 Marks	5
	viii)	(b) Strong interpersonal and communication skills	1				
	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				