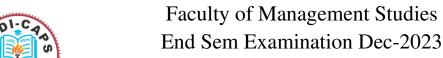
Total No. of Questions: 6

Total No. of Printed Pages:3

Enrollment No.....





MS3CO34 Introduction to Business Analytics

Programme: BBA Branch/Specialisation: Management /

Business Analytics

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicate(d) 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.

nece	essary.	Notations and symbols have their usual meaning.						
Q.1	i.	What is the primary goal of business analytics? (a) To increase profits						
		(b) To make data-driven decisions						
		(c) To reduce costs						
		(d) To improve employee morale						
	ii.							
		business analytics in an organization?						
		(a) Lack of data						
		(b) Over-reliance on intuition						
		(c) Limited computing power						
i		(d) All of these						
	iii.	What is the first phase in the business analysis process model?	1					
		(a) Requirements elicitation (b) Feasibility study						
		(c) Planning (d) Analysis						
	iv.	What is the final phase in the business analysis process model? (a) Planning						
		(b) Implementation						
		(c) Requirements elicitation						
		(d) Monitoring and evaluation						
	v.	What is the purpose of a gateway in BPMN diagrams?						
		(a) To indicate the start of a process						
		(b) To show a decision point in the process flow						
		(c) To represent the end of a process (d) To connect different subprocesses						
		(d) To connect different subprocesses						

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1-1	[2]
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	vi.	What is the primary purpose of business process modeling? (a) To identify stakeholders (b) To document project risks (c) To represent and understand how business processes work (d) To develop a project schedule	1
	vii.	Which technology is commonly used for storing and managing large volumes of structured and unstructured data in business analytics? (a) ERP (Enterprise Resource Planning) (b) CRM (Customer Relationship Management) (c) Hadoop (d) Blockchain	1
	viii.	What is the role of Information Technology (IT) in business analytics? (a) IT is not involved in business analytics (b) IT provides the data infrastructure and tools for analytics (c) IT solely focuses on business strategy (d) IT is responsible for marketing analytics	1
	ix.	What is the primary goal of Business Intelligence (BI)? (a) To collect raw data (b) To improve business processes (c) To turn raw data into meaningful insights for decision-making (d) All of these	1
	X.	What is the purpose of a BI dashboard? (a) To store and manage data (b) To provide a visual representation of key performance indicators (KPIs) and metrics (c) To automate business processes (d) To conduct predictive analytics	1
Q.2	i.	What is SWOT analysis?	2
	ii.	Describe the business analysis maturity model.	3
	iii.	How did advancements in technology, particularly in computing, contribute to the evolution of business analytics over time?	5
OR	iv.	What were the key challenges and opportunities that prompted businesses to adopt analytical approaches in their decision-making processes?	5
Q.3	i.	Write the various stages of the process model related to business analysis.	2
	ii.	What methods and techniques are commonly employed during the	8

[3]

requirements	phase,	and	how	do	they	contribute	to	gathering	
comprehensive and accurate information from stakeholders?									

- OR iii. How does the business analysis process model contribute to the **8** overall success of a project or initiative within an organization?
- Q.4 i. How does the process of modeling business processes contribute to 3 organizational efficiency and effectiveness?
 - ii. Can you discuss the role of data integration in business process 7 modeling and how it ensures that data from different sources can be combined for effective analysis?
- OR iii. What is the purpose of creating models and prototypes during the modeling phase, and how do they assist in representing the proposed solution for a business process?
- Q.5 i. Can you describe the role of IT in providing the necessary 4 infrastructure and tools for collecting, storing, and processing large volumes of data for business analytics purposes?
 - ii. How does CRM contribute to the creation of a centralized customer 6 database, and what types of information are typically stored in a CRM system?
- OR iii. Describe the various characteristics of internet-ready IT applications 6 in details.
- Q.6 Attempt any two:
 - i. In what ways does business intelligence assist organizations in analyzing historical data and trends, and how does this contribute to forecasting and strategic planning?
 - ii. Can you elaborate on the role of BI in data visualization and how it enhances the communication of complex information to various stakeholders?
 - iii. How does BI contribute to market intelligence and competitive 5 analysis, and what tools and methodologies are commonly used for these purposes?
