

Enrollment No.....



Faculty of Management Studies

End Sem Examination Dec-2023

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.

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|-----|------|---|----------|
| Q.1 | i. | What is the primary goal of business analytics? | 1 |
| | | (a) To increase profits | |
| | | (b) To make data-driven decisions | |
| | | (c) To reduce costs | |
| | | (d) To improve employee morale | |
| | ii. | Which of the following is a common challenge in implementing business analytics in an organization? | 1 |
| | | (a) Lack of data | |
| | | (b) Over-reliance on intuition | |
| | | (c) Limited computing power | |
| | | (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? | 1 |
| | | (a) Planning | |
| | | (b) Implementation | |
| | | (c) Requirements elicitation | |
| | | (d) Monitoring and evaluation | |
| | v. | What is the purpose of a gateway in BPMN diagrams? | 1 |
| | | (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 | |

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vi.	What is the primary purpose of business process modeling?	1
	(a) To identify stakeholders	
	(b) To document project risks	
	(c) To represent and understand how business processes work	
	(d) To develop a project schedule	
vii.	Which technology is commonly used for storing and managing large volumes of structured and unstructured data in business analytics?	1
	(a) ERP (Enterprise Resource Planning)	
	(b) CRM (Customer Relationship Management)	
	(c) Hadoop	
	(d) Blockchain	
viii.	What is the role of Information Technology (IT) in business analytics?	1
	(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	
ix.	What is the primary goal of Business Intelligence (BI)?	1
	(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	
x.	What is the purpose of a BI dashboard?	1
	(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	
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

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		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 overall success of a project or initiative within an organization?	8
Q.4	i.	How does the process of modeling business processes contribute to organizational efficiency and effectiveness?	3
	ii.	Can you discuss the role of data integration in business process modeling and how it ensures that data from different sources can be combined for effective analysis?	7
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?	7
Q.5	i.	Can you describe the role of IT in providing the necessary infrastructure and tools for collecting, storing, and processing large volumes of data for business analytics purposes?	4
	ii.	How does CRM contribute to the creation of a centralized customer database, and what types of information are typically stored in a CRM system?	6
OR	iii.	Describe the various characteristics of internet-ready IT applications in details.	6
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?	5
	ii.	Can you elaborate on the role of BI in data visualization and how it enhances the communication of complex information to various stakeholders?	5
	iii.	How does BI contribute to market intelligence and competitive analysis, and what tools and methodologies are commonly used for these purposes?	5
