



III Semester M.B.A. (Day and Eve.) Examination, May/June 2025
(CBCS) (2022-23 and Onwards)
MANAGEMENT

3.11.3 : Analytics for Decision Making

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** out of the following. **Each** question carries **five** marks. **(5×5=25)**

1. Briefly explain the application of data analytics in any two Industrial sectors.
2. Analyse the categories of Machine Learning algorithms with suitable examples in detail.
3. What do you mean by cluster analysis and how it is used in retail industry ?
4. Explain the finance analytics techniques applied for risk management ?
5. Describe the impact of analytics on trade and industry.
6. Explain in detail how hypothesis enables for data driven decisions with an example.
7. Identify the tools used in decision analysis to facilitate business management ? Narrate with examples.

SECTION – B

Answer **any three** out of the following. **Each** question carries **ten** marks. **(3×10=30)**

8. Elucidate the types of data collected and how it is collected to enable improvements in business operations ?
9. Explicate four different kinds of Analytics applied for data driven decisions in business.
10. Outline the association rules in data mining technique and depict its applications in various fields.
11. Narrate how business performance can be improved through using Tableau and Power BI data management tools.

P.T.O.



SECTION – C

Compulsory Question.

(1×15=15)

12. Case Study: (Each question carries 5 marks)

- a) How Amazon uses predictive analytics to personalize product recommendations, improve search results and optimize pricing ? Which technique it uses to increase sales and customer satisfaction ?
- b) How Uber concentrate on real-time data analytics to dynamically adjust pricing based on demand, traffic, and driver availability, ensuring efficient resource allocation and customer satisfaction. What methods it uses for business growth ?
- c) How McDonald's decodes social media engagement through real-time analytics to understand customer sentiment and improve marketing strategies ?