



**IV Semester M.Com. Degree Examination, August/September 2025**  
**COMMERCE**

**4.1 : Business Analytics (CBCS) (2021-22)**  
**Equivalent Paper to 4.1 Commodity Markets (CBCS – 2014-15)**

Time : 3 Hours

Max. Marks : 70

**SECTION – A**

**Answer any seven questions out of ten. Each question carries two marks : (7×2=14)**

1. a) Define prescriptive analytics.
- b) What is SWOT in business analytics ?
- c) What is recruitment analytics ?
- d) What is manpower forecasting ?
- e) What are Paid Ad Metrics ?
- f) Define data mining.
- g) Differentiate between organic and non-organic traffic.
- h) What is customers churn ?
- i) What is cash flow forecasting ?
- j) Give the meaning for customer journey analytics.

**SECTION – B**

**Answer any four questions out of six. Each question carries five marks : (4×5=20)**

2. What importance of business analytics with new sources of data ?
3. Explain compensation and benefits planning in HR.
4. Explain attrition analytics with few examples.



5. How can analytics be used in marketing ?
6. What is the role of analytics in CRM ?
7. Explain financial analytics applications.

### SECTION – C

Answer **any two** questions out of four. **Each** question carries **twelve** marks : **(2x12=24)**

8. Elucidate the business analytics tools and techniques used by professional.
9. Explain widely used categories of marketing analytics tools.
10. Describe in detail the purchasing pattern analytics in relation to CRM.
11. Explain liquidity analytics in detail.

### SECTION – D

12. Answer the following question. **(1x12=12)**

You are the newly hired marketing analytics manager at “VogueVista India”, a fast-growing online fashion retailer specializing in contemporary Indian apparel and accessories. VogueVista primarily targets young, fashion-conscious consumers in Tier-1 and Tier-2 cities across India. In the last quarter, VogueVista spent ₹ 25 Lakhs across various digital marketing channels, including : Google Search Ads(SEM) : Keywords like “designer kurtis online”, “Party wear sarees”, “latest fashion India.” “Social Media Ads (Instagram and Facebook) : Highly visual campaigns targeting specific demographics and interests. Influencer Marketing : Collaborations with fashion influencers on instagram and YouTube. Email Marketing : Promotional emails sent to their subscriber base. While overall sales have increased, the management team is concerned about the efficiency of their marketing spend. They want to understand which channels are delivering the best Return on Ad Spend (ROAS) and how to optimize future investments to maximize Customer Lifetime Value (CLTV).



You have access to the following data :

- Google Analytics Data : Website traffic by source/medium, bounce rates; time on site, conversion rates (add-to-cart, purchase completion) for different channels.
- Ad Platform Data : Ad spend, impressions, clicks, Click-Through Rates (CTR) from Google Ads, Facebook Ads Manager.
- CRM Data : Individual customer purchase history (date of purchase, order value, product categories bought), customer acquisition source, email open/ click rates.
- Campaign Data : Specific budget allocated to each channel per campaign.

**Questions :**

- a) What are the key metrics you would focus on for each channel and why ?
  - b) Propose two distinct customer segments you would create based on their purchasing behavior.
-