

Business Analytics



UNIVERSITAT DE
BARCELONA

Facultat d'Economia
i Empresa

Test Solutions

- Strategy Map is a tool used in Business Management that analyze 4 perspectives:
 - A) Financial perspective and Customer perspective.
 - B) Internal perspective.
 - C) Learning and Growth perspective.
 - **D) All other answers are correct.**
- In Growth-Share Matrix tool, a doc product or service is characterized by:
 - A) Profit and cash generation should be high, and because of low growth, investments should be low. Keep profits high.
 - B) Use large amount of resources to generate large amount of cash.
 - **C) Avoid and minimize in a company. Beware of expensive turn around plans and deliver cash or liquidate**
 - D) None of the other answers is correct

Test Solutions

- What is Business Model Canvas?
 - A) Is a framework that is used to scan the external macro-environment in which firms operate.
 - **B) Is a strategic tool used for visually developing or displaying a business model. Helps determine and align the key business activities and their relationship to the value proposition of the company.**
 - C) Is a diagram that describes how an organization creates value by connecting strategic objectives in explicit cause-and-effect relationship with each other in the four objectives (financial, customer, processes, learning and growth).
 - D) All other answers are correct
- The Motor Factors of Business Analytics in a company or in a project are:
 - A) Structured Data and Unstructured data
 - B) Data rate.
 - C) Predictive analytics: Causality, predictors, instrumentation, experimentation
 - **D) All other answers are correct**

Test Solutions

- Structured Data is a Motor Factor of Business Analytics that can have an impact in Data Monetization because:
 - **A) Makes more detailed and concrete decisions (local, stationary, multidimensional)**
 - B) We can manage it very easily in traditional information systems.
 - C) The Data Rate is increased for this kind of data because we can capture it very easily.
 - D) All other answers are correct

Thank You



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