FIRST SEMESTER FYUGP EXAMINATIONS NOVEMBER 2024
MINOR
COM1MN110   BUSINESS ANALYTICS FOR DECISION MAKING

Time : 2 Hrs   **Maximum Marks : 70**

BL : Bloom's Taxonomy Level (1 to 6)   CO : Course Outcome

Section A				Ceiling Marks : 24

Answer all questions. Each carries 3 marks.

No.	Question	M	BL	CO
1.	Discuss the rise of data analytics as a movement.	3	2	CO1
2.	Diagnostic analytics is used to answer the question "Why did a certain event occur?". Comment on the above statement.	3	2	CO1
3.	How does prescriptive analytics aid decision-making in organizations?	3	3	CO3
4.	How can managers ensure that the data they use for decision-making is accurate and reliable?	3	2	CO2
5.	Discuss is the importance of data visualization in understanding and communicating analytical insights?	3	3	CO1
6.	Why is effective communication important in the coordinating function of management?	3	3	CO1
7.	Mention two disadvantages of using secondary data in research.	3	1	CO1
8.	How does outdated information affect the usefulness of secondary data?	3	3	CO1
9.	Explain the direct observation method of data collection.	3	1	CO1
10.	What are closed-ended questions? Give an example of a closed-ended question that could be used in a customer satisfaction survey.	3	2	CO1

Section B				Ceiling Marks : 36

Answer all questions. Each carries 6 marks.

No.	Question	M	BL	CO
11.	Explain the role of Business Data Analytics in the current scenario of business.	6	3	CO1
12.	Explain the importance of both internal and external data sources in the data analytics process. How can combining structured and unstructured data enhance business insights?	6	2	CO1
13.	Elaborate on the processing steps carried out on cleaned data to derive at reasonable insights for business decisions.	6	3	CO1
14.	How can decision making with business data analytics contribute to improving operational efficiency and customer satisfaction?	6	3	CO2
15.	Compare and contrast operational and strategic decisions in terms of their scope and impact.	6	4	CO1
16.	Explain how non-programmed decisions require creativity and innovation, and why they are critical in uncertain situations. Provide an example from a business scenario.	6	3	CO1
17.	Analyze the importance of compatibility issues when using multiple sources of secondary data for research.	6	5	CO3
18.	How does direct observation differ from inspection in the context of data collection methods?	6	4	CO2

Section C				

Answer any one question. Each carries 10 marks (1x10=10 marks)

No.	Question	M	BL	CO
19.	Critically analyze the different types of analytics used in business decision-making. Discuss and provide examples of real-world applications.	10	4	CO1

| 20. | Evaluate the role of effective leadership in fostering a motivating environment within an organization. How can leaders create a culture that promotes motivation and engagement among employees? Discuss the challenges they may face in this process. | 10 | 5 | CO1 |

***