

QP CODE: D3BIB2405	(Pages: 2)	Reg. No :
		Name :

THIRD SEMESTER FYUGP EXAMINATION, NOVEMBER 2025

Discipline Specific Core (DSC) Courses - Major

BIB3CJ203 : ANALYTICS FOR BUSINESS DECISIONS

(Credits: 4)

Time: 2 Hours

Maximum Marks: 70

Section A

Answer the following questions. Each carries 3 marks (Ceiling: 24 marks)

1.	Define Business Analytics.	BL1	CO1, CO2, CO3, CO4
2.	What is DAX?	BL1	CO1, CO2, CO3, CO4
3.	Define Machine Learning.	BL1	CO1, CO2, CO3, CO4
4.	What is meant by real-time data?	BL1	CO1, CO2, CO3, CO4
5.	What is meant by sensitivity analysis?	BL1	CO1, CO2, CO3, CO4
6.	Why are transactional records considered one of the most reliable internal data sources for analytics?	BL2	CO1, CO2, CO3, CO4
7.	What role does data visualization play in simplifying decision-making processes?	BL2	CO1, CO2, CO3, CO4
8.	How can predictive analytics improve customer demand forecasting in global business?	BL2	CO1, CO2, CO3, CO4
9.	If a predictive model shows a high chance of customer churn, how can this insight guide business action?	BL3	CO1, CO2, CO3, CO4
10.	What is the importance of quality of data in business analytics?	BL2	CO1, CO2, CO3, CO4

Section B

Answer the following questions. Each carries 6 marks (Ceiling: 36 Marks)

11.	Identify a situation in international business where predictive analytics can be applied effectively.	BL3 (PTO)	CO1, CO2, CO3, CO4
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12.	Analyze the impact of well-defined KPIs on strategic decision-making in global organizations.	BL4	CO1, CO2, CO3, CO4
13.	Demonstrate how clustering can be used for customer segmentation.	BL3	CO1, CO2, CO3, CO4
14.	Explain the ways of applying data storytelling techniques to present sales performance to top management.	BL3	CO1, CO2, CO3, CO4
15.	Suppose an organization has sales records and customer feedback. Which type of data (quantitative/qualitative) is each, and how can they be used?	BL2	CO1, CO2, CO3, CO4
16.	Differentiate between quantitative and qualitative data.	BL1	CO1, CO2, CO3, CO4
17.	Examine the challenges of integrating data from multiple sources in data analytics projects.	BL2	CO1, CO2, CO3, CO4
18.	Explain about the use of sentiment analysis for a movie review.	BL3	CO1, CO2, CO3, CO4

Section C

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

19.	Explain the steps in supervised learning.	BL1	CO1, CO2, CO3, CO4
20.	An FMCG company wants to predict the demand for cold drinks during summer. They have historical sales data, weather information, and promotional expenditure. How can linear regression be applied to forecast demand and optimise inventory?	BL3	CO1, CO2, CO3, CO4

CO : Course Outcome

BL : Bloom's Taxonomy Levels (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)