

**SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)**

**(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai — 600 044.**

M.Com.(A&F) - END SEMESTER EXAMINATIONS APRIL - 2022

SEMESTER - IV

20PAFCT4011 - Business Analytics

Total Duration : 3 Hrs.

Total Marks : 60

Section A

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Interpret the development of business analytics model.
2. Predict the Analyst's role in business analytics.
3. Interpret the concept of Data warehousing and Data mining.
4. What Cloud data store? Explain its industrial use.
5. List out the steps in decision making process.
6. Relate the link between strategy and the development of business analytics model.
7. Explain the required competencies for analyst.
8. Ascertain the conditions that influence decision making.

Section B

Part A

Answer any **TWO** questions ($2 \times 10 = 20$ Marks)

9. Explain the business process and business analytics.
10. Examine the fundamental tools and methods of data analysis and statistics.
11. Ascertain the development of different approaches for building and analyzing predictive models.
12. Appraise about data science and its process.

Part B

Compulsory question ($1 \times 10 = 10$ Marks)

13. Determine the tools and techniques of decision making.
