

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 - 2023

SEMESTER - IV

20PAFCT4011 - Business Analytics

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

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

1. Illustrate the need and relevance of Business Analytics in the present business scenario.
2. Describe the major issues of data mining and data warehousing.
3. Classify the challenges faced during storing data in cloud.
4. Interpret the difference between probability and non-probability sampling methods.
5. What is primary data? Interpret the on salient features of a good questionnaire for collecting primary data.
6. Apply the role of forecasting in business. Explain by citing examples.
7. Classify the steps in data science process.
8. Ascertain:
 - a. Techniques of non-probability sampling.
 - b. Importance of statistics in decision making.

Section C

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

9. Illustrate the Business Analytics Model.
10. Classify the tools and techniques of decision analysis.
11. "Is Predictive Analytics the same as forecasting?" Justify.
12. Assess the phases of designing a questionnaire with the help of a hypothetical example.

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

13. "Sampling is a necessity under certain conditions"- Associate with the help of suitable examples. Also discuss the well-known methods of Sampling.
