62214

Reg. No. | | | | | | | | | |

II Semester M.B.A. (Day and Eve) Degree Examination, December - 2022

MANAGEMENT

Business Analytics

(CBCS Scheme 2019-20 Onwards)

Paper : 2.4

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Time : 3 Hours **Maximum Marks : 70**

SECTION - A

Answer any **FIVE** questions from the following. Each question carries **5** marks. **(5×5=25)**

1. Discuss the importance of Business Intelligence.
2. What is Online Analytical Processing (OLAP)? Briefly explain.
3. What is Predictive Analytics? Discuss.
4. What is Knowledge Discovery in Databases? Discuss.
5. What is Multiple Linear Regression? Explain with examples.
6. What is Social Media Analytics? Explain.
7. What is Marketing Analytics? Briefly explain with examples.

SECTION - B

Answer any **THREE** questions from the following. Each question carries **10** marks. **(3×10=30)**

8. Discuss various types of Business Analytics.
9. Discuss about Cross Industry Standard Process for Data Mining (CRISP-DM)
10. Discuss the benefits and barriers of Big Data Analytics.
11. Discuss the contemporary developments in the Area of Analytics.

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SECTION-C
(Case Study)
(Compulsory)

(1×15=15)

12. In today's economy, managing information is critical to the success of a business. Supply-chain management, mass customization, business intelligence, and data mining are all key drivers of a successful business, and all require the effective management of large volumes of information using technology systems. Technology impacts and assists the growth of practically every industry in the present age. Service industry too isn't insulated from its effects. Taste of India is a very well known concept restaurants chain head quartered in India. It started its operations in the year 1995 in India, USA and UK. Taste of India restaurant does not currently utilize information technology in their business operations due to which they face many challenges. The main challenges that the restaurant face, from an information technology and company performance management perspective, include: problem of advertisement, order management, customer satisfaction. The problem of management of office document is also one of the major problems faced by the Restaurant. Company performance has been measured and managed through excel, with differing approaches and understanding across the various business units and countries. There is now a distributed management team and goals and tracking of goals and objectives is not transparent. There are a growing number of employees involved in developing reports and clarifying reporting/ report definition ambiguities across the restaurant. Country and business Unit performance is difficult to compare and overall restaurant performance is also difficult to measure and forecast. Taste of India now decided to make use of information technology to eliminate the above mentioned problem and to computerize their business operations.

a) With the above stated problem provide appropriate solutions for: **(8)**

   i) How the restaurant can use the web presence?

   ii) How the restaurant can utilize information technology for managing office documents and tasks?

   iii) How the restaurant will manage various data of their business operations?

b) Restaurant also made decision of using Business Intelligence. Identify and explain how business intelligence will help the restaurant in decision making at all levels. **(7)**