24U153 (Pages: 2) Name : .....

Reg. No : .....

FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024

(FYUGP)

CC24U COM1 MN110 - BUSINESS ANALYTICS FOR DECISION MAKING

(B.Com. - Minor Course)

(2024 Admission - Regular)

Time: 2.0 Hours Maximum: 70 Marks

Credit: 4

Part A (Short answer questions)

Answer ***all*** questions. Each question carries 3 marks.

1. Define the main components of business analytics. [Level:2] [CO1]
2. Explain the importance of defining the problem or research question before collecting data. [Level:2] [CO1]
3. Explain the importance of data-driven decision making. [Level:2] [CO1]
4. List two common tools used for data analysis. [Level:1] [CO2]
5. What is the first step in the business decision-making process? [Level:1] [CO2]
6. Define volume in the context of data science. [Level:1] [CO2]
7. Give an example of an operational decision. [Level:1] [CO3]
8. What are tactical decisions? [Level:1] [CO3]
9. Define secondary data. [Level:1] [CO4]
10. What is the definition of abstraction in data collection? [Level:1] [CO4]

(Ceiling: 24 Marks)

Part B (Paragraph questions/Problem)

Answer ***all*** questions. Each question carries 6 marks.

11. What role does data analytics play in decision-making? [Level:1] [CO1]
12. What type of data does predictive analytics rely on? [Level:1] [CO1]
13. Name a key use of business data analytics. [Level:1] [CO1]
14. What are some examples of operational data? [Level:1] [CO1]
15. Explain why data collection is essential for informed decision-making. [Level:2] [CO3]
16. Explain why planning is considered the foundation of effective management. [Level:2] [CO3]

17. Recall one advantage of using secondary data in research. [Level:1] [CO4]

18. What is one disadvantage of relying solely on external data sources? [Level:1] [CO4]

(Ceiling: 36 Marks)

Part C (Essay questions)

Answer any ***one*** question. The question carries 10 marks.

19. How do the functions of management interrelate in decision-making? [Level:1] [CO3]

20. Construct a questionaire for evaluating employee performance in a project. [Level:6] [CO4]

(1 × 10 = 10 Marks)

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