

**25U185S**

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Name : .....

Reg. No : .....

**FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025**

(FYUGP)

**CC24UCOM1MN110 - BUSINESS ANALYTICS FOR DECISION MAKING**

(Commerce - Minor Course)

(2024 Admission - Supplementary/Improvement)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

**Part A (Short answer questions)**

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

1. Name some popular data visualization tools and techniques. [Level:1] [CO1]
2. Define the main components of business analytics. [Level:2] [CO1]
3. Describe the role of data analytics in enhancing customer satisfaction. [Level:2] [CO1]
4. Define what is meant by "evaluating alternatives." [Level:1] [CO2]
5. What does velocity mean in terms of data generation and processing? [Level:1] [CO2]
6. Define customer lifetime value (CLV). [Level:1] [CO1]
7. List two examples of tactical decisions. [Level:1] [CO3]
8. How does organizing contribute to resource allocation? [Level:1] [CO3]
9. List two internal sources of data. [Level:1] [CO4]
10. What is direct observation in the context of data collection? [Level:2] [CO4]

**(Ceiling: 24 Marks)**

**Part B (Paragraph questions/Problem)**

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

11. Name a key use of business data analytics. [Level:1] [CO1]
12. List two benefits of using data analytics in cost optimization. [Level:1] [CO1]
13. Why is diagnostic analytics important for organizations when analyzing past events? [Level:2] [CO1]
14. How can brainstorming potential questions lead to more effective data analysis? [Level:2] [CO2]
15. What factors influence the need for non-programmed decisions in an organization? [Level:2] [CO3]

16. Explain the process a manager might follow when controlling project progress. [Level:2] [CO3]

17. What are some common problems associated with using secondary data? [Level:2] [CO4]

18. Explain how abstraction from records can enhance data analysis. [Level:2] [CO4]

**(Ceiling: 36 Marks)**

**Part C (Essay questions)**

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

19. If your organization is facing a significant decline in customer satisfaction, how would you involve stakeholders in addressing the issue? [Level:3] [CO3]

20. If you are analyzing trends in consumer spending, what types of secondary data sources would you consider using? [Level:4] [CO4]

**(1 × 10 = 10 Marks)**

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