

THE KAVERY ENGINEERING COLLEGE*(An Autonomous Institution)***UG/PG DEGREE END SEMESTER THEORY EXAMINATIONS, APRIL-MAY 2026****Second Semester****Master of Business Administration****PMBT2426 – BUSINESS ANALYTICS****Regulations - 2024****Duration: 3 Hrs.****Maximum: 100 Marks****PART – A (ANSWER ALL QUESTIONS) (Marks 10*2=20)**

Q.No	Questions	BLT	CO	Marks
1.	What is the difference between business analytics and business intelligence?	L1	1	2
2.	What do you understand by competitive advantage?	L1	1	2
3.	Explain the term data privacy.	L2	2	2
4.	Why data quality is important in business analytics?	L1	2	2
5.	What is meant by descriptive analytics?	L1	3	2
6.	List any four applications of probability distribution.	L1	3	2
7.	Write a note on cause-and-effect diagram in Logic-Driven Models.	L1	4	2
8.	How regression analysis will be useful in business analytics? Explain.	L2	4	2
9.	What is simulation in prescriptive analytics?	L1	5	2
10.	List out the challenges of prescriptive analytics.	L1	5	2

PART – B (ANSWER ALL QUESTIONS) (Marks 5*16= 80)

Q.No	Questions	BLT	CO	Marks
11.	a i Why does each step in the business analytics process have a past, present and future dimension? Explain.	L2	1	8
	ii Identify the ways in which business analytics helps to achieve competitive advantage.	L2	1	8
	Or			
	b Explain the relationship between business analytics and organization decision making.	L2	1	16
12.	a i Assume yourself as a HR manager of popular organisation, you are going to recruit employees for your organisation. Highlight the skills you expect that the business analytics personnel must possess.	L2	2	8
	ii Explain the categorization of data in terms of sources.	L2	2	8

Or

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| | b | i | Explain why establishing and managing an information policy is important. | L2 | 2 | 8 |
| | | ii | Identify the ways in which data can be scrubbed to ensure data quality. | L2 | 2 | 8 |
| 13. | a | i | Describe the need to explore data with graphs and charts. | L4 | 3 | 8 |
| | | ii | Explain statistical estimation with suitable example. | L4 | 3 | 8 |

Or

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| | b | | “Selection of Sampling method depends on the nature of the sample”.
Analyze the statement by comparing various methods of sampling. | L4 | 3 | 16 |
| 14. | a | i | Why would one use logic-driven models to aid in developing data driven models? Explain. | L2 | 4 | 8 |
| | | ii | How are neural networks helpful in determining both associations and classification tasks required in some business analytics analyses? Explain. | L2 | 4 | 8 |

Or

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| | b | | Elaborate the procedure for predictive analysis modeling. | L2 | 4 | 16 |
| 15. | a | | Compare the types of prescriptive modeling with its merits and demerits. | L3 | 5 | 16 |

Or

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| | b | | Analyze how prescriptive analytics contributes to overall business performance improvement. Identify the factors that determine the success of its application in a business context. | L3 | 5 | 16 |
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