School of Finance and Commerce
Master of Business Administration in Financial Management
Mid Term Examination - Mar 2024

Duration : 90 Minutes
Max Marks : 50

Sem IV - MBAF1003 - Business Analytics

General Instructions
Answer to the specific question asked
Draw neat, labelled diagrams wherever necessary
Approved data hand books are allowed subject to verification by the Invigilator

1) Explain the term ordinal mesurement scale.   K2 (2)

2) Explain business intellegence vs data mining   K1 (3)

3) Discuss about the discrete and contineous data.   K2 (4)

4) Explain decision modelling with real life examples.   K2 (6)

5) Briefly explain the Buiness analysics evolution.   K3 (6)

6) Explain the Business model for e-commerce markets.   K3 (9)

7) A Survey handed out to individuals at a major shopᒣping mall i a city in asked the following: gender, age, ethnicity, length of residency, overall satisfaction with city services (using a scale of 1–5, going from poor to excellent), quality of schools (using a scale of 1–5, going from poor to excellent). What types of data (categorical, ordinal, interval, or ratio) would each of the survey items represent and why?   K4 (8)

8) Analyse how business analysis methods impact the sports, such as cricket and chess games with its key opportinuities.   K4 (12)

OR

A marketing team is planning a new advertising campaign. How would you use business analytics to identify the most effective channels and messaging strategies? What functions of analytics would you employ to optimize the marketing efforts?   K4 (12)