School of Business

Integrated Bachelor of Business Administration - Master of Business Administration
Semester End Examination - Jul 2024

Duration : 180 Minutes
Max Marks : 100

Sem IX - MBBA6007 - Decision Modelling with Spreadsheets

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)	What is overconfidence bias in decision-making?	K1(2)
2)	What does it mean to understand the concept of sensitivity analysis in simulation, and how can it benefit decision-making?	K2(4)
3)	What is discrete event simulation, and why should one understand its applications?	K2(6)
4)	How can queuing theory be applied to improve traffic flow at a toll booth on a busy highway?	K3(9)
5)	Apply queuing theory to analyze and optimize the waiting times in a call center.	K3(9)
6)	How would you evaluate the effectiveness of using simulation to optimize patient flow in a healthcare setting, such as an emergency department?	K5(10)
7)	How can queuing theory be applied to analyze patient flow in a healthcare clinic and optimize appointment scheduling?	K4(12)
8)	Discuss the role of decision analysis with spreadsheets in crisis management and how it aids in making critical decisions under pressure.	K5(15)
9)	Discuss the significance of decision analysis with spreadsheets in strategic pricing decisions and its impact on revenue optimization.	K5(15)
10)	Create an Excel model to optimize the allocation of advertising budget across different media channels to maximize brand exposure while staying within budget constraints.	K6(18)