Enrolment No.: ....

IIHMR UNIVERSITY

School of Development Studies

MBA Development Management

Batch-04th (2024-2026)

First Year, Term 3, End Term Examinations, May 2025

CC – 673 Business Analytics

Time - 3 Hour **Maximum Marks: 50 (Minimum Marks: 20)**

Instructions to students:

- **This question paper contains 2 printed pages.**
- **Don't write anything on the Question Paper except writing your Enrolment No.**

Part A

(Maximum Marks: 5)

Q1. Answer the following questions (1 mark each):

a) Business analytics uses ______ to drive decision-making.

b) True or False: Descriptive analytics help in finding future trends.

c) Match the following:

(i) Linear programming –	(A) Optimization
(ii) Forecasting –	(B) Trend analysis
(iii) Regression –	(C) Predictive modeling

d) Monte Carlo simulation is used for ______.

e) AI in HR analytics is primarily used for ______.

Part B

(Maximum Marks: 15)

Short Answer Question (5 marks each):

Q2. Describe any two visual data presentation techniques used in dashboards.

Q3. What is regression analysis? How is it useful in predictive analytics?

Q4. Mention any two applications of business analytics in the healthcare sector.

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Part C

(Maximum Marks: 30)

Answer the following questions in detail (10 marks each):

Q5. Explain the difference between descriptive, predictive, and prescriptive analytics using real-life business examples.

Q6. Describe the role of Monte Carlo Simulation in business risk analysis with a suitable scenario.

Q7. A leading e-commerce company, **ShopEase**, has been experiencing inconsistent customer satisfaction ratings despite strong sales performance. The management wants to understand the root cause of the variability in satisfaction across regions. They have collected data on delivery time, return rate, complaint frequency, and customer review scores from five major regions over the last 12 months.
To gain insights, the analytics team is tasked with:

- Identifying patterns and trends in customer reviews and delivery performance.
- Predicting satisfaction levels for upcoming quarters.
- Recommending strategic changes in logistics and customer service based on data analysis.

The company also wants to explore the use of AI tools to automate sentiment analysis of reviews and implement a prescriptive model to optimize delivery routes.

Question:

As a business analyst, how would you approach this problem using the stages of business analytics (descriptive, predictive, and prescriptive)? Explain how different techniques (e.g., regression, visualization, optimization, AI/ML) can be applied in this scenario.

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