

Reg.No.:

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VIVEKANANDHA COLLEGE OF ENGINEERING FOR WOMEN
[AUTONOMOUS INSTITUTION AFFILIATED TO ANNA UNIVERSITY, CHENNAI]
Elayampalayam – 637 205, Tiruchengode, Namakkal Dt., Tamil Nadu.

Question Paper Code: 50038

M.E. / M.Tech. DEGREE END-SEMESTER EXAMINATIONS – JAN. 2025

Third Semester

Power system Engineering

P23CSOE1 - BUSINESS ANALYTICS

(Common to IT & BT)

(Regulation 2023)

Time: Three Hours

Maximum: 100 Marks

Answer ALL the questions

Knowledge Levels (KL)	K1 – Remembering	K3 – Applying	K5 - Evaluating
	K2 – Understanding	K4 – Analyzing	K6 - Creating

PART – A

(10 x 2 = 20 Marks)

Q.No.	Questions	Marks	KL	CO
1.	Identify the role of business analyst in strategic analysis and division.	2	K2	CO1
2.	Given a data of a company sales, formulate a business problem for the same.	2	K3	CO1
3.	Differentiate between Data warehouse and Data Mart.	2	K2	CO2
4.	A shop selling electrical items that has been successfully running for last 5 years lost its sales in last 15 days. Suggest a decision making approach that can be applied.	2	K4	CO2
5.	Suggest whether logic or data driven model is suitable for a restaurant.	2	K2	CO3
6.	What is Machine learning ?	2	K2	CO3
7.	Define Supply chain analytics.	2	K2	CO4
8.	List down the first and second step in HR planning.	2	K2	CO4
9.	What is Data story telling?	2	K2	CO5
10.	List any two applications in Marketing.	2	K2	CO5

PART – B

(5 x 13 = 65 Marks)

Q.No.	Questions	Marks	KL	CO
11. a)	With a neat diagram explain the different stages of a business analytics life cycle?	13	K2	CO1
	(OR)			
b)	Consider a organization named 'XYZ' is selling sarees and garments to retailers. Formulate the problem using suitable hypothesis and model the business requirements with suitable interpretation.	13	K4	CO1
12. a)	Discuss in detail about the four stage decision making approach that can be used for handling business analytics.	13	K3	CO2
	(OR)			
b)	With a example explain how the following operations related to OLAP can improve the business analytics: i. Roll up (drill-up) ii. Drill down (roll down) iii. Pivot (rotate)	13	K3	CO2
13. a)	Analyze in detail how the factors related to assets, supply chain and finance can contribute to the demand forecasting in an organization.	13	K4	CO3
	(OR)			
b)	Plan the flow of the steps of predictive analytics for an ecommerce organization that sells products related to games? Note : Categorize the products and provide your inference.	13	K3	CO3
14. a)	Discuss in detail about how a firm strategy followed in HR planning will affect its recruiting efforts.	13	K3	CO3
	(OR)			
b)	With a neat diagram explain the different phases in Supply Chain network for a product delivery system.	13	K3	CO4
15. a)	Discuss how the data story telling can be used to explain the customer satisfaction from end user point of view.	13	K3	CO5
	(OR)			
b)	Explain how the approaches available for Data Journalism can enhance the experience of news readers.	13	K3	CO3

PART – C

(1 x 15 = 15 Marks)

Q.No.	Questions	Marks	KL	CO
16. a)	In early days people used to watch television as a fixed content model. Today the subscribers have evolved a mechanism for delivering videos to home on a requirement basis with a pricing scheme. Discuss the following for the same and provide your inferences for the below approaches: i. Demand forecasting. ii. Machine learning for predictive modelling.	15	K4	CO3
	(OR)			
b)	In early days restaurants have been providing food at homes as a delivery model for large orders. Nowadays, the order has become as a personal service to the people through Mobile App's. Discuss the following for the same and provide your inferences for the below approaches: a. Collaborative Business Intelligence. b. Data Journalism.	15	K4	CO5
