

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN  
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)  
Chromepet, Chennai - 600 044.

M.Com.A&F- END SEMESTER EXAMINATIONS - APRIL 2025

SEMESTER - IV

**20PAFCT4011 - Business Analytics**

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

### **Section B**

Answer any **SIX** questions ( $6 \times 5 = 30$  Marks)

1. Explain the relationship between business strategy and the deployment of a business analytics model.
2. Describe the role of an analyst in business analytics and the key competencies required.
3. Differentiate data modeling, sampling, and estimation.
4. Examine the various methods of Explanatory Research.
5. Explain the concepts of regression and forecasting techniques in predictive analytics.
6. Define data science and examine its significance in business analytics.
7. Examine different decision-making styles.
8. Justify the significance of quantitative tools in enhancing decision-making efficiency.

### **Section C**

I - Answer any **TWO** questions ( $2 \times 10 = 20$  Marks)

9. Explain how a business can use analytics to improve its processes.
10. Assess the role of decision analysis techniques in business problem-solving.
11. Justify the importance of data warehousing and data mining in predictive analytics.
12. Evaluate the benefits and challenges of cloud-based data storage for businesses.

II - Compulsory question ( $1 \times 10 = 10$  Marks)

13. Apply various descriptive analytics techniques to analyze a given dataset (assume any dataset of your choice). Explain how visual representations, probability distributions, and statistical inference can help businesses make data-driven decisions.

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