Sanjay Ghodawat University, Kolhapur

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

2018-19

Year and Program 2018-19, MBA	School Of Commerce & Management	Department : MBA
Course Code MMC BA 622	Business Analytics	Semester – Even
Day and Date Saturday 01/06/2019	End Semester Examination	Time: 3 hrs, Max Marks: 100 2.30 to 5.30 pm.

Instructions: 1) All Questions are compulsory.

			Marks	COs	Blooms Level
Q.1		Answer/Solve the following			
	a)	Explain how usage of business analytics can be used as a competitive strategy by organizations'	10	CO1	L2
	b)	A major life insurance company in Indonesia was undergoing a transformation project for a potential M&A transaction. One of the underlying requirements was to analyze a suspicion of low profitability by investigating data anomalies to see whether there were any fraudulent transactions. The products covered included personal, group, and life insurance policies. Identify how financial Analytics will help this company?	10	CO2	L3
		OR			
	b)	Under the new standards, the client of a bank wanted to improve their risk assessment in order to achieve more granular provision calculations. The goal was to help the client to assess each customer's class of risk accurately, through data segmentation. Identify how financial Analytics will help this Bank?	10	CO2	L3
Q.2		Answer/Solve the following			
	a)	Explain the conditions under which the measures of central tendency are used to describe the data set of analysis.	10	CO3	L2
	b)	As an analyst of a departmental store to detect fraudulent employees and retail crime Choose the machine learning approach (a special Artificial Intelligence technique) that you	10	CO4	L3

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will adopt to ensure high detection of fraud schemes to prevent loss of retail.

OR

b) Identify the potential risk an analyst has to ensure while applying AI system to business processes.   10   CO4   L3

Q.3   Answer/Solve the following

a) Analyze the Decision theory in the field of its usage in analytics.   10   CO5   L4

OR

a) Analyze the application of Decision tree analysis with an example.   10   CO5   L4

Q.4   Answer/Solve the following

a) Apply Cluster analysis technique for a grocery store to decide market segmentation for better service offerings.   10   CO6   L3

b) Explain the usage of cluster analysis for investigating variable relationship of any business concept.   10   CO6   L2

c) Analyze the challenges in usage of Multi Dimensional Scaling in market pricing.   10   CO6   L4

OR

c) Examine whether exploratory factor analysis should be used in the following scenario   10   CO6   L4
1. You are conducting a survey and you want to know whether the items in the survey have similar patterns of responses
2. You want to extract maximum common variance from all variables of the dataset under inquiry and puts them into a common score.
And describe with an example.

Q.5   Answer the following

a) Determine with an example the steps to be followed for design of experiments in decision theory.   10   CO5   L5

b) Construct a simple comparative experiment assuming suitable data to show Box plot diagram and interpret the results.   10   CO5   L6

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