

B.B.A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2025**SEMESTER 5: BUSINESS ANALYTICS****COURSE: 23U5CRBBA18: BUSINESS ANALYTICS FOR DECISION MAKING***(For Regular 2023 Admission)*

Time: Three Hours

Max. Marks: 60

PART A**Answer All (1 mark each)**

1. Identify the type of analytics which can be used to predict the seasonal sales of a company for the upcoming season.
2. List any three avenues in a hospital where the use of business analytics will be highly useful.
3. Differentiate population and sample with the help of an example.
4. Evaluate the importance of sample size in analysing data.
5. Identify the term for decision taken by the top-level management which is a long-term, and objective is to achieve the overall goals and direction of an organization
6. Quota sampling is random? Why?
7. Explain the term informed decisions.
8. Distinguish the terms data and information.

(1 x 8 = 8)**PART B****Answer any 6 (2 marks each)**

9. Business analytics helps in understanding the customer insights, explain how is it used in Swiggy?
10. If you are asked to study the spending pattern of students of your college within a time span of one month, what sampling technique will you use? Why?
11. Explain the term business intelligence
12. Explain the term “variety” in Big data
13. Identify the type of business analytics which helps managers make proactive and informed choices, give one example
14. Distinguish between internal and external data source with the help of examples
15. Evaluate the importance of sourcing of data in analytics
16. Illustrate the use of analytics in operational decision making in an organisation with the help of examples.

(2 x 6 = 12)**PART C****Answer any 4 (5 marks each)**

17. Discuss the term financial analytics.
18. Discuss the term sample design and its components.

19. Explain the role of statistical investigations and surveys in decision making.
20. Explain the role of managers in data-driven decision-making.
21. Discuss the three V's of Big Data Analytics – Volume, Velocity, and Variety. Explain their importance in business decision-making with examples.
22. Discuss the role of Analytics in controlling function of management.

(5 x 4 = 20)

PART D

Answer any 2 (10 marks each)

23. Discuss the term Business analytics, Explain different types of business analytics with the help of industry examples.
24. Discuss the concept of sampling and importance of random sampling. Explain different types of random sampling with the help of examples.
25. Discuss the uses of Business analytics in the modern business scenario with suitable examples.
26. Discuss the steps involved in the Business Analytics process. Illustrate your answer with a suitable example from an industry of your choice.

(10 x 2 = 20)