M.B.A. DEGREE EXAMINATION, NOVEMBER 2022.

First Semester

Business Analytics

MANAGEMENT CONCEPTS AND PRACTICES

COMMON FOR M.B.A. (BUSI. ANALY) / M.B.A. (DM II - E COMMERCE)

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define : Administration?

2.   What is Management?

3.   What is Management by Objectives?

4.   What is Communication?

5.   What is meant by Decision making?

6.   What is Planning?

7.   What is Strategy?

8.   What is Group Decision?

9.   What is Controlling?

10.   What is Directing?

Answer **all** questions.

11. (a) Explain the Levels of Management.

Or

(b) Explain Management is an art or Science.

12. (a) What are the Characteristics of Management?

Or

(b) State the contributors of Peter Drucker to Management?

13. (a) What are the Importance of Planning?

Or

(b) What are the importance of Decision making?

14. (a) What are the Objectives of Organizing?

Or

(b) What are the advantages of Centralization?

15. (a) What are the Importance of Leadership?

Or

(b) What are the Importance of Motivation in an organization?

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the Importance and Functions of Management.

Or

(b) What is line Organization?

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17. (a) Discuss the Importance of Controlling?

   Or

   (b) Explain the Different Types of Decisions?

18. (a) What are the Qualities of Successful leader Explain in detail?

   Or

   (b) What are the 14 Principles of Management according to Henri Fayol?

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C–7719		Sub. Code
		30112

M.B.A. DEGREE EXAMINATION, NOVEMBER 2022.

First Semester

Business Analytics

ACCOUNTING FOR BUSINESS ANALYSIS

(2016 onwards)

Duration : 3 Hours　　　　　　　　Maximum : 75 Marks

Part A　　　　　　　　$(10 \times 2 = 20)$

Answer **all** questions.

1. What is mean by Double Entry System?

2. What is Trading account?

3. What is mean by financial statement analysis?

4. Explain the term ratio analysis.

5. What is mean by Master Budget?

6. What is Budgeting?

7. What is Marginal cost and Marginal costing?

8. What is mean by CVP analysis?

9. What is inventory?

10. What is mean by diminishing balance method in Depreciation?

Part B   (5 × 5 = 25)

Answer **all** questions.

11. (a) What is the difference between Single entry system and Double entry System?

Or

(b) What are the merits of Computerized accounting?

12. (a) Discuss about Cash flow analysis.

Or

(b) What are the uses and importance of financial statement to different parties?

13. (a) Describe the various types of budgeting.

Or

(b) Enumerate the steps involved in budgetary control.

14. (a) Explain Cost Volume Profit analysis.

Or

(b) Explain the concept of Break even analysis.

15. (a) Define Depreciation. What are the causes of Depreciation?

Or

(b) What are the merits of Inventory Control?

Part C   (3 × 10 = 30)

Answer **all** questions.

16. (a) Write a note on

(i) Contribution

(ii) P/V Ratio

(iii) Margin of Safety

Or

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(b) Calculate Cash from Operations from the following.

Profit made during the year Rs. 3,00,000 after considering the following items.

	Rs.
(i) Depreciation on Fixed Assets	20,000
(ii) Transfer to General Reserve	10,000
(iii) Amortization of Goodwill	10,000
(iv) Profit on sale of Land	7,000

The following is the position of current assets and current liabilities.

	2003	2004
	Rs.	Rs.
Debtors	15,000	18,000
Creditors	20,000	10,000
Bills receivable	7,000	5,000
Prepaid expenses	10,000	7,000

17. (a) Explain briefly the application of Marginal Costing technique.

Or

(b) You are given the following data for the year 2004 of the company

	Rs.
Variable Cost	6,00,000
Fixed Cost	3,00,000
Net Profit	1,00,000
Sales	10,00,000

Find (i) P/V ratio (ii) BEP (iii) Profit when sales amounted to Rs.12,00,000 (iv) Sales required to earn a profit of Rs.2,00,000.

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18. (a) What are the methods of Depreciation?

Or

(b) A manufacturing company submits the following figures of product X for the first quarter of 2003:

		Rs.
Sales in units	January	2,50,000
	February	2,40,000
	March	2,60,000

Selling Price per unit Rs.100

Target of 1st Quarter of 2004:

Sales quantity increase 20%

Sales price increase 10%

Prepare Sales Budget for the first quarter of 2004.

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C–7720	Sub. Code
	30113

M.B.A. DEGREE EXAMINATION, NOVEMBER 2022.

First Semester

Business Analytics

SPREADSHEET MODELLING

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is a worksheet?

2. What is the difference between Rows and Columns?

3. What is the use of Macros in a Spreadsheet?

4. Differentiate between Relative and Absolute Hyperlinks with the help of an example.

5. What is the utility of text wrapping in a document?

6. Define Subtotals.

7. What is an Active cell?

8. Define Absolute referencing.

9. Name any two spreadsheet software.

10. What is the extension of libre office Calc file and MS Excel file?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Define spreadsheet and its salient features?

Or

(b) Write any five advantages using electronic spreadsheet in place of manual spreadsheet.

12. (a) Define workbook and worksheet. What is the difference between them?

Or

(b) Explain active worksheet?

13. (a) Using Fill: Series command in Excel write down the steps to fill data from 120,320.... 2300 in Column A.

Or

(b) Define Data Range, Name Range and How these are created and selected?

14. (a) Write down the steps for the use of Custom Lists.

Or

(b) Explain the purpose of Format, Conditional Formatting and Auto Format.

15. (a) What is Wrap Text feature of Excel, Merging of Cells and what will be the cell address of merged cells?

Or

(b) Explain the purpose of using Print preview?

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Answer **all** questions.

16. (a) You had started your own online business to sale and find out the sales for the first week is as follows: Monday Rs.120.45 Tuesday Rs.l87.43 Wednesday Rs.106.87 Thursday Rs.143.69 Friday Rs.117.52 Saturday Rs.87.93 Sunday Rs.92.l2 Use a function to work out how much you earned, on average, each day.

Or

(b) Create a worksheet to record sales of home appliances sold by M/s Home Maker Ltd. In the following format:

Date of Sales	Name of Customers	Name of the Products	Make	Quality	Sales Amount

The product lists includes Television sets, Refrigerators, Micro wave ovens, Water Coolers, Air Coolers, Geezers and Air conditioners of different Makes(and models). The cost of price of television is ranging from Rs. 10,000 to Rs. 56,000; refrigerator is Rs. 13,000 to Rs. 45,000, micro wave ovens, water coolers, geezers and air coolers are from Rs. 8,000 to Rs. 25,000 and Air Conditioners are from Rs. 18,000 to Rs. 55,000. The shopkeeper sales these products adding 17.25% more on cost price. He provides a

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discount of 4.35%on total amount if any customer purchases two products on the same date. Enter 30 records of different dates (for a month) and different customers accordingly. calculate the following:

(i) Product wise weekly sales and discount.

(ii) Calculate the profit of shopkeeper.

(iii) Product wise total sales of the month and discount offered

17. (a) How can business users know when spreadsheets are no longer adequate for their needs? What concrete indicators should they be on the lookout for?

Or

(b) What are the biggest mistakes users make in pushing spreadsheet tools beyond their limits? What are the costs associated with those mistakes?

18. (a) What are the costs of staying on spreadsheet platform vs. the costs of moving to modeling tools? How can users measure the improvement from one platform to the other? Provide some real-life examples.

Or

(b) What are the pros and cons of making the change to modeling tools? How difficult is it to make the transition?

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M.B.A. DEGREE EXAMINATION, NOVEMBER 2022

First Semester

Business Analytics

STATISTICS FOR BUSINESS

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What are the requisites of tabulation?

2.   Give the meaning of absolute and relative measures of dispersion.

3.   State Baye's theorem.

4.   What is meant by standard error?

5.   What do you meant by hypothesis?

6.   Define null hypothesis.

7.   What do you understand by time value of money?

8.   Write a short note on effective rate of interest.

9.   What is estimating equation?

10. Define regression.

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) What are the uses of averages in business?

Or

(b) Find the median.

No. of Cars sold in a Day : 10 15 17 18 21 Total

No. of Days : 4 16 12 5 3 40

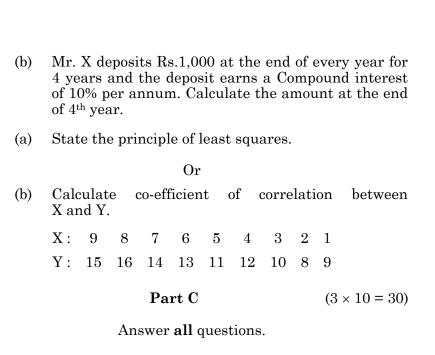12. (a) What is a poisson distribution? What are its main features?

Or

(b) Identify the fallacy, if any in the following statement the mean of binomial distribution is 20 and its standard deviation is 6.

13. (a) A sample of 1000 students from Bombay University was taken and their average weight was found to be 112 pounds with a standard deviation of 20 pounds. Could the mean weight of students in the population be 120 pounds?

Or

(b) State the procedures followed in testing a hypothesis.

14. (a) Calculate the compound value when Rs.10,000 is invested for 3 years and interest 10 % per annum is compounded on quarterly basis.

Or

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(b) Mr. X deposits Rs.1,000 at the end of every year for 4 years and the deposit earns a Compound interest of 10% per annum. Calculate the amount at the end of 4th year.

15. (a) State the principle of least squares.

Or

(b) Calculate co-efficient of correlation between X and Y.

X : 9 8 7 6 5 4 3 2 1

Y : 15 16 14 13 11 12 10 8 9

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) From the following data, calculate mean, median and mode.

X : 50-53 53-56 56-59 59-62

F : 3 8 14 30

X : 62-65 65-68 68-71 71-74 74-77

F : 36 28 16 10 5

Or

(b) What are the procedures followed in testing a hypothesis?

17. (a) The following mistakes per page were observed in a book.

No of mistakes per page : 0 1 2 3 4

No of times the mistake occurred : 211 90 19 5 0

Fit a poission distribution to fit data.

Or

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(b) Mr. Manoj invest Rs.1,00,000 in a bank at 10% for 5 years. Calculate the maturity value if interest is compounded annually. Will he get more if interest is compounded half yearly.

18. (a) The simple correlation co-efficients between temperature (X_1), corn yield (X_2) and rainfall (X_3) and $r_{12}=0.59$, $r_{13}=0.46$, $r_{23}=0.77$.

Calculate partial correlation co-efficient $r_{12.3}$ and Multiple correlation co-efficient $R_{1.23}$.

Or

(b) A random sample of 27 pairs of observations from a bivariate normal population gave a co-efficient of correlation 0.40. Is this value significant of correlation in the population?

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C–7722	Sub. Code 30115

M.B.A. DEGREE EXAMINATION, NOVEMBER 2022

First Semester

Business Analytics

ECONOMIC ANALYSIS FOR BUSINESS DECISIONS

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 2 = 20)$

Answer **all** questions.

1. What is Managerial Economics?

2. What is Business?

3. What is Law of Supply?

4. What is Supply Equation?

5. What is Scale of Production?

6. What is Production Cost?

7. What is Firm?

8. What is Competition?

9. What is Market?

10. What is National Income?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the Circular Flow of Economic activities.

Or

(b) Enumerate the relationship between Consumer's Income and Spending in detailed?

12. (a) What is the law of Demand Explain?

Or

(b) Describe the Supply determinants.

13. (a) Describe the Scale of Production in Detailed?

Or

(b) What are the objectives of Managerial Decisions?

14. (a) What are the Features of a Market?

Or

(b) Describe the perfect and Imperfect Market Structure.

15. (a) What are the Benefits of Inflation?

Or

(b) Describe the Government and Market decision of Economics.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the Basic Concepts of Economics in detail.

Or

(b) Enumerate the Significance in decision making in Economics.

2 **C–7722**

17. (a) Explain market Structures and their Characteristics.

Or

(b) Discuss about the determinants of demand for basic goods.

18. (a) Explain Macro Economics Policies in Business Decisions.

Or

(b) Explain the National Income Computation in macro Economic Policies.

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M.B.A. DEGREE EXAMINATION, NOVEMBER 2022.

First Semester

Business Analytics

RESEARCH METHODOLOGY

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   How would you create a file in SPSS?

2.   What is Data Editor Windows in SPSS?

3.   What do you mean by question are in data collection?

4.   Define research design.

5.   Give the meaning of scaling.

6.   What are the normality test in descriptive statistics?

7.   What is null hypothesis?

8.   State the meaning of Type I Error.

9.   Give the meaning of goodness of fit.

10.   Give any two assumptions of linear regression.

Answer **all** questions.

11. (a) Give short note on split and select commend in SPSS.

Or

(b) Give the difference between variable view and dataview in SPSS.

12. (a) What do you mean by qualitative research and quantitative research? Give example.

Or

(b) Explain the different scaling techniques in research.

13. (a) Write short note on

(i) Stem leaf method

(ii) Histogram

Or

(b) State the type of charts.

14. (a) Give the procedure for hypothesis testing.

Or

(b) State and explain central limit theorem.

15. (a) Write short note on residual analysis.

Or

(b) State briefly the standard error of estimate.

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in brief about the variable view in SPSS.

Or

(b) Enumerate the process of designing a questionnaire briefly.

17. (a) Explain briefly the types of research.

Or

(b) Describe the various kinds of charts used in data analysis.

18. (a) Describe briefly the technique for analysis of variance for one way and two way classification.

Or

(b) What is Anova? How does anova testing work?

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M.B.A. DEGREE EXAMINATION, NOVEMBER 2022

First Semester

WRITTEN ANALYSIS AND COMMUNICATION

Common for (M.B.A. Business Analytics)/M.B.A. (DM & E-commerce)

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 2 = 20)$

Answer **all** questions.

1. What do you mean by Human Communication?

2. List out some of the Communication Channels.

3. What are the Psychological Barriers to effective Communication?

4. List out the different kinds of Listening.

5. Define: Business Correspondence.

6. What are the parts of an e-mail?

7. What is good organization of a message?

8. What is Visual Communication?

9. What do you mean by Oral Communication?

10. What is Conventional Communication?

Answer **all** questions.

11. (a) Analyse the different Human Communication situations.

Or

(b) How does the Communication process work?

12. (a) What are the physiological barriers to effective communication and how to overcome them?

Or

(b) How can you comprehend through listening?

13. (a) Describe the structure of a formal Business Letter.

Or

(b) Explain the 7Cs of Business Correspondence.

14. (a) How to analyse your audience for a business message?

Or

(b) Bring out the different types of Persuasive Letters.

15. (a) Describe the factors of effective oral communication in Business.

Or

(b) Give a brief note on the role of interaction of verbal and non-verbal means of business communication in different industries.

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Elaborately discuss the importance of Business Communication.

Or

(b) What are the Barriers to active Listening and how to overcome the Listening Barriers?

17. (a) Discuss the essential qualities of a good business letter.

Or

(b) You are a sales representative for your company. Write a letter to ABC Enterprise, introducing one of your new products. Also give important details about your product.

18. (a) Write a complaint letter about a poor customer service by a Tours and Travel Agency.

Or

(b) How nonverbal communication supports verbal communication? Explain with suitable examples.

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C–6528		Sub. Code
		30121/30221

M.B.A. DEGREE EXAMINATION, APRIL 2022.

Second Semester

Business Analytics

MARKETING MANAGEMENT

(Common for M.B.A. (Busi Analy)/M.B.A. (DM & E-commer)

(2016 onwards)

Duration : 3 Hours　　　　　　　Maximum : 75 Marks

Part A　　　　　　$(10 \times 2 = 20)$

Answer **all** questions.

1. Define consumer learning.

2. Define consumer behoviour.

3. Define life types.

4. Reference group.

5. Define consumer loyalty.

6. Define brand loyalty.

7. Define cognitive loyalty.

8. What is consumer Affinity.

9. Name the consumer loyalty measuring Scales.

10. Define customer loyalty in aviation industry.

Answer **all** questions.

11. (a) Explain the different levels of consumer decision making.

Or

(b) Differentiate consumer vs consumer.

12. (a) Explain the need of celebrity endorsement with respect to busying decisions.

Or

(b) What is life style? How it influence buying behaviour of a consumer.

13. (a) What is loyalty? Explain its significance and benefits.

Or

(b) Write a note on factors affecting customer loyalty formation.

14. (a) Is business decisions influence loyalty outcomes-Explain.

Or

(b) Explain the concept of customer engagement in view of customer loyalty outcomes.

15. (a) Define service quality? Explain how it leads to influence customer loyalty.

Or

(b) Briefly Explain the customer loyalty in banking and insurance industry.

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Critically examine the Indian consumer buying behaviour.

Or

(b) Enumerate changing patterns of Indian consumer.

17. (a) Is loyalty of a customer promotes any business – Explain.

Or

(b) Write a note on group influence on consumption.

18. (a) What is the need of customer loyalty formation – Explain with reference to Rai Srivastava modes.

Or

(b) Describe the customer loyalty in Retail industry with suitable example.

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3 **C–6528**

M.B.A. DEGREE EXAMINATION, APRIL 2022.

Second Semester

Business Analytics

HUMAN RESOURCE MANAGEMENT

**(Common for M.B.A. (Busi Analy.) /M.B.A. (DM)&
E-commer.)**

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define e- HRM.

2. Define HRM and globalization.

3. Define HRP.

4. Explain the steps involved in selection.

5. What is induction

6. Define MDPs

7. Define Reinforcement theory.

8. Define fringe benefits.

9. What is safety abroad.

10. What is repatriation.

Part B   (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the role of evolution of HRM and e- HRM process in India.

Or

(b) Define HRM? Explain its role and functions.

12. (a) What is recruitment and Explain the factors influencing recruitment.

Or

(b) Define the term. Job analysis. What are its competitive advantage.

13. (a) Define the term training and development. List out different methods of training.

Or

(b) Is performance of an employee. Can be appraisal explain.

14. (a) List out various benefits and services.

Or

(b) Explain the importance of an ideal remuneration system.

15. (a) How cross- cultural differences are handling under HRM.

Or

(b) Write a note on international labour legislation.

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Part C   (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain HRM role under the corporate restructure of M&A.

Or

(b) Define HRP and. What are requisites and barriers.

17. (a) Critically examine the process of job evaluation.

Or

(b) Differentiate management development vs career development.

18. (a) Explain the importance of incentive schemes with suitable examples.

Or

(b) What is repatriation? Explain about its problems and solutions.

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C–2436	Sub. Code
	30123/30223

M.B.A. DEGREE EXAMINATION, NOVEMBER 2022

Second Semester

FINANCIAL MANAGEMENT

**(Common for M.B.A. (Business Analytics)/
M.B.A. (Digi. Mark. and E-Commerce)**

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define financial management.

2.   What is wealth maximisation?

3.   What is a preference share?

4.   What is cost of debt?

5.   Define capital budgeting.

6.   Expand ARR.

7.   What is leverage?

8.   What is net income approach?

9.   Define inventory management.

10.   What is working capital?

Part B   (5 × 5 = 25)

Answer **all** questions.

11. (a) What are the goals of business finance?

Or

(b) How to calculate annuities? Explain.

12. (a) How to calculate the Cost of Equity using the CAPM Approach? Illustrate with an example.

Or

(b) Explain the various sources of long term in financial management.

13. (a) Examine need and importance of capital budgeting.

Or

(b) What are the features of a bond? Explain.

14. (a) Calculate internal rate of return from the following information :

Particulars	Amount (Rs.)
Initial investment	60,000
Life of the asset	4 years

Estimated net annual cash flows :

1st year	15,000
2nd year	20,000
3rd year	30,000
4th year	20,000

Or

(b) Explain any two approaches for designing and determining a Firm's Capital Structure, with suitable example illustrations for each approach.

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15. (a) How will you estimate working capital requirement of a company?

Or

(b) What are the reasons for holding stock?

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Differentiate the term profit maximization from wealth maximization.

Or

(b) Using the information given below, compute

(i) Pay Back Period

(ii) Net Present value 20%

Initial Outlay   Rs. 60000

Estimated life   5 Years

Profit after tax :

End of Year 1   Rs. 6,000

End of Year 2   Rs. 14,000

End of Year 3   Rs. 20,000

End of Year 4   Rs. 10,000

End of Year 5   Rs. 12,000

Depreciation is calculated under Straight Line Method.

P.V of Re.1 at 20% p.a. is given below :

Year :	1	2	3	4	5
P.V. Factor :	.83	.69	.58	.48	.40

3   **C–2436**

17. (a) A project costs Rs. 10,00,000 and yields an annual cash inflow of Rs. 2,00,000 for 10 years. Calculate its pay-back period.

Or

(b) Explain operating and financial leverages with suitable example for each.

18. (a) Explain the Walters model of dividend decision.

Or

(b) Explain the factors affecting working capital management decisions.

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MBA DEGREE EXAMINATION, APRIL 2022

Second Semester

Business Analytics

PROJECT MANAGEMENT AND BUDGETING

(2016 onwards)

Duration: 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Explain the characteristics of Project Management.

2. Write about BOT.

3. Brief Career Skills.

4. What is called as priorities in projects?

5. Explain project environment.

6. Who are stakeholders in project?

7. What is completing procurements in project?

8. Discuss about Information Distribution.

9. Differentiate Group and Team.

10. How closing the project can be better?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain in detail about Manager's role in Project Management.

Or

(b) Do critical thinking helps for better project management? Justify.

12. (a) Elaborate the project models and life cycle.

Or

(b) Write broadly about organisational structure.

13. (a) Explain in detail about Kick-off meeting.

Or

(b) "Vision Document" – Elaborate with example.

14. (a) Discuss with example about collaborative problem solving.

Or

(b) What are the strategies to Assure quality in projects?

15. (a) Explain the process of controlling the project work.

Or

(b) How to adapt the project according to Global Business Environment?

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Part C   (3 × 10 = 30)

Answer **all** questions.

16. (a) Calculate and explain as imaginary example for Risk plan in projects.

Or

(b) Explain in detail about the process of project execusion with suitable example.

17. (a) Provide the detailed notes about the history of project management.

Or

(b) Explain about Public Private Partnership.

18. (a) Describe the functions of work break down structure with suitable example.

Or

(b) Why Talent identification and skill development are very essential for good project management? Explain.

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C–6532	Sub. Code
	30125

M.B.A. DEGREE EXAMINATION, APRIL 2022

Second Semester

Business Analytics

FUNDAMENTALS OF DIGITAL MARKETING

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define digital marketing.

2. What is social media marketing?

3. How affiliate marketing is important in digital marketing?

4. What is mobile marketing?

5. What do you mean by online content?

6. What is SEO?

7. What do you mean by pay-per-click.

8. What do you mean by advergaming?

9. What do you mean by Public relation management?

10. What do you mean by APP marketing

Part B $(5 \times 5 = 25)$

Answer **all** questions.

11. (a) Discuss its importance in modern era of business.

Or

(b) Briefly explain the behavior of online consumers.

12. (a) What are the different opportunities and challenges of e-marketing in India? Discuss.

Or

(b) Describe the marketing strategies adopted by an online luxury products marketer.

13. (a) Briefly discuss the role of e-commerce in development of Indian market.

Or

(b) Briefly explain the role of CRM in digital world.

14. (a) 'Consumers' trust is an essential element of e-commerce". Discuss.

Or

(b) "Future of digital marketing is apps and games". Comment.

15. (a) What do you mean by online reputation management? Explain its importance.

Or

(b) Explain the following

(i) Organic Vs Paid listings

(ii) ROI of Digital Strategies.

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the role and importance of social media marketing in online branding.

Or

(b) Explain the various variables of online marketing mix with example.

17. (a) What do you mean by online traffic? How it can be developed.

Or

(b) "Digital marketing has shifted the landscape of traditional marketing". Discuss.

18. (a) Why e-WOM is important in digital marketing? Discuss.

Or

(b) How can a firm use digital marketing to build the online value of a brand?

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C–6533	Sub. Code
	30126

M.B.A. DEGREE EXAMINATION, APRIL 2022

Second Semester

Business Analytics

FUNDAMENTALS OF BUSINESS ANALYTICS

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Write the characteristics of data model.

2. Briefly explain the uses of structured data.

3. What is digital data?

4. What is "Fast based decision-making"?

5. "Data Quality" - Brief it.

6. Expand "OLTP".

7. What is operational databases?

8. What are the processes of ODS?

9. Discuss briefly about balanced scorecard.

10. Write about popular BI tools.

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) What is the need for BI at virtually all levels? Explain with suitable diagram.

Or

(b) Explain about unstructured data.

12. (a) How the data quality is measured?

Or

(b) What are the goals of Data Warehousing?

13. (a) Elaborate the advantages and disadvantages of Data integration.

Or

(b) How information technology helps the growth of any business?

14. (a) Explain in detail the concept of KPIS.

Or

(b) In detail, justify the process of OLTP.

15. (a) Describe about leveraging ERP.

Or

(b) What are benefits of performance measurement system terminology?

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain any major five business intelligence applications with suitable examples.

Or

(b) What are the benefits of dash boards? And explain its construction process.

17. (a) Describe the importance of advanced analytics with required comparisms.

Or

(b) How management information systems helps the organisation to maintain datas? Explain in detail with employee details.

18. (a) Explain the features of DW, BI and AA.

Or

(b) Describe the core role of EIS with suitable example.

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M.B.A. DEGREE EXAMINATION, APRIL 2022

Second Semester

Business Analytics

CONSUMER BEHAVIOUR

(2016 onwards)

Duration: 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define Consumer Behaviour.

2.   Define Rural Consumer.

3.   Define Psychographics.

4.   What is reference group?

5.   Draw loyalty ladder.

6.   Define Brand.

7.   Define cognitive loyalty.

8.   What is customer engagement?

9.   What is mean by consumer diversity?

10.   Define celebrity endorsement.

Part B   (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the changing Indian rural consumer behaviour.

Or

(b) Define organizational buying behaviour.

12. (a) Explain the consumer decision making process towards buying decision.

Or

(b) Enumerate the concept of reference groups in consumer buying decision.

13. (a) Name the outcomes of loyalty role in business decision.

Or

(b) Explain Rai Srivastava mode of customer loyalty formation.

14. (a) Enumerate the significance of customer loyalty for marketers.

Or

(b) What is loyalty? Explain its principles, benefits.

15. (a) Briefly explain the customer loyalty in Aviation industry.

Or

(b) Explain briefly loyalty measurement models and scales.

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain new consumption patterns with reference to CB.

Or

(b) Enumerate consumer decision making process.

17. (a) What is mean by core value? Explain about Indian core values.

Or

(b) Explain about customer loyalty outcomes.

18. (a) Discuss the customer loyalty applications in Banking and Insurance sector.

Or

(b) Briefly explain different factors that influence consumer buying decision.

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3 **C–6534**

C–7725	Sub. Code
	30131

M.B.A. DEGREE EXAMINATION, NOVEMBER 2022

Third Semester

Business Analytics

DBMS AND DATA WAREHOUSING

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. State any two applications of Data warehouse.

2. Define: Data mining.

3. Define: Fact table and Dimension table.

4. Define: OLAP and OLTP.

5. Define ROC and AUC.

6. State any two uses of Gains chart.

7. State the methods of Model validation.

8. Provide any rule of Association rule mining.

9. Define Text mining.

10. Provide the uses of Sentiment analysis.

Part B $(5 \times 5 = 25)$

Answer **all** questions.

11. (a) Explain in ETL process in detail.

Or

(b) State the Applications of Data mining and the steps involved in a Data mining project.

12. (a) Illustrate the method of obtaining association on rules with an example.

Or

(b) Explain Bagging and Random Forest Method.

13. (a) What are the steps involved in order to cash process.

Or

(b) What are the steps involved in a procedure procure to pay process.

14. (a) Define nominal, ordinal, and ratio-scaled variables.

Or

(b) Explain the steps involved in construction of a Classification tree.

15. (a) State the advantages and disadvantage of MOLAP Technology.

Or

(b) What is a Business Model Design? How is it distinct from Business Design?

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) What are the components of Data Warehouse? Discuss the three-tier data warehouse architecture

Or

(b) What is the role of prediction in data mining? What are the various prediction techniques? Discuss any one in detail.

17. (a) What are the different types of data used in cluster analysis? Explain in brief each one with an example.

Or

(b) State Baye's theorem and explain Bayesian belief network in detail.

18. (a) Explain the sql* loader process to transfer the data from the flat file to a table in a data base.

Or

(b) Explain Adaptive Boosting method in detail.

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C–7726	Sub. Code
	30132

M.B.A. DEGREE EXAMINATION, NOVEMBER 2022

Third Semester

Business Analytics

MULTIVARIATE DATA ANALYSIS – I

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is multivariate model building?

2. What is multivariate techniques?

3. Write a note on outliers.

4. What is graphical examination of data?

5. What is exploratory factor analysis?

6. What is structural equation model?

7. What is multiple regression analysis?

8. What is moderation?

9. What is logistic regression?

10. What is binary dependent variable?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) What are the types of multivariate techniques?

Or

(b) Briefly explain the application of canonical correlation.

12. (a) What are the assumptions of graphical examination of data?

Or

(b) Write short notes on:

(i) Data cleaning

(ii) Dummy variables

13. (a) Explain the important methods of factor analysis.

Or

(b) What is factor analysis and how does it simplify research?

14. (a) What are the properties of simple regression analysis?

Or

(b) Distinguish between the linear regression and multiple regressions?

15. (a) Explain briefly dichotomus dependent variables.

Or

(b) Explain the decision processes for Discriminant analysis?

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Describe the guidelines for multivariate analysis and interpretation.

Or

(b) What are the benefits and drawbacks of multivariate data analysis techniques?

17. (a) Discuss the factor analysis decision process with suitable example.

Or

(b) Discuss the types of factor analysis with suitable example.

18. (a) Explain the various types regression analysis with example.

Or

(b) Discuss the Discriminant analysis with hypothetical example.

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C–7727	Sub. Code
	30133

M.B.A. DEGREE EXAMINATION, NOVEMBER 2022

Third Semester

Business Analytics

TIME SERIES ECONOMETRICS

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 2 = 20)$

Answer **all** questions.

1. What do you mean by Econometrics?

2. Distinguish between MAD and MSE.

3. Define parameter instability.

4. What are the specifications of an error term in a single equation model?

5. State the time series seasonality.

6. Define the Multivariate techniques.

7. Write a note on fat tails

8. What is Exponential Smoothing

9. Define Autocorrelation

10. Define Time series.

Answer **all** questions.

11. (a) Outline the procedure for Time Series Components.

Or

(b) Explain the forecasting evaluation through MAD.

12. (a) Outline the RISKMETRICS model.

Or

(b) Explain the characteristics of basic returns data.

13. (a) Briefly explain the Error components Model in panel data regression.

Or

(b) Explain the role of theory in structural equation modeling.

14. (a) Explain the procedure of Box-Jenkins methodology.

Or

(b) Discuss the estimation aspects of an ARIMA model.

15. (a) What are the stages in testing structural theory?

Or

(b) Explain the sample example of structural Model.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the Holt's Model.

Or

(b) Evaluate the identifications of ARMA models.

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17. (a) Discuss the six stages in structural equation modeling.

Or

(b) Explain the Arch and GARCH models in measuring volatility in financial time series.

18. (a) Write short Notes On: (i) CFA (ii) ARIMA (iii) MSE (iv) MAD.

Or

(b) Discuss the overview of theory testing with SEM.

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C–7728	Sub. Code
	30134

M.B.A. DEGREE EXAMINATION, NOVEMBER 2022

Third Semester

Business Analytics

DATA MINING FOR BUSINESS ANALYTICS

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define Spatial Databases

2.   What is Temporal Database?

3.   What are Time-Series databases?

4.   What is Legacy database?

5.   What are the steps in the data mining process?

6.   What is noisy data? Give one example.

7.   Define data cleaning

8.   Define pattern evaluation.

9.   Define knowledge representation

10.   What is Visualization?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) What is Binning method? Give brief note with example.

Or

(b) Explain the requirements of cluster analysis in data mining.

12. (a) Discuss any data mining tool with simple examples.

Or

(b) Explain the steps for getting datasets, analyze the data, remove noisy and redundancy and finally will get the quality data for data mining.

13. (a) What is Association rule mining? Explain with algorithm and example.

Or

(b) Discuss in detail about data cleaning steps in data mining.

14. (a) What is Binnig? Explain with example data sets.

Or

(b) Define Machine learning? Explain the types of learning.

15. (a) Give a brief discussion about data mining in web search engines.

Or

(b) Write and explain the major issues in data mining.

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) State three different applications for which data mining techniques seem appropriate. Informally explain, each application.

Or

(b) Explain briefly the differences between "classification" and "clustering" and give an informal example of an application that would benefit from each techniques.

17. (a) Explain the methods for computing best split.

Or

(b) How is Attribute-Oriented Induction implemented? Explain in detail.

18. (a) How are association rules mined from large databases?

Or

(b) Describe the different classifications of Association rule mining.

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M.B.A. DEGREE EXAMINATION, NOVEMBER 2022

Third Semester

Business Analytics

BUSINESS LAW AND ETHICS

**(Common for M.B.A. (Business Analytics)/
M.B.A. (DM and E-Commerce))**

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is an offer?

2.   What is a quasi contract?

3.   What is continuing guarantee?

4.   What is a complaint?

5.   What do you understand by bill of lading?

6.   What is crossing?

7.   Define Business ethics.

8.   What is operation/production management?

9.   What is insider trading?

10. What is meant by individual ethics?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Distinguish between sub agent and substituted agent.

Or

(b) Explain the elements of contract.

12. (a) What are the main objective of consumer protection Act 1986?

Or

(b) Explain the central consumer protection council.

13. (a) State the characteristics of a Negotiable Instrument.

Or

(b) What are the five codes of ethics?

14. (a) What are the basic principles of Natural Law theory?

Or

(b) Explain the importance of business ethics.

15. (a) Discuss the global impact of ethics in business.

Or

(b) Explain the importance of values.

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss briefly the methods of discharging a contract.

Or

(b) Explain the essentials of a valid contract.

17. (a) Explain the ethical issues in HRM.

Or

(b) Explain the factors influencing business ethics.

18. (a) Explain the role should the government play in business.

Or

(b) Explain the characteristics of business ethics.

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