Reg. No. : | E | N | G | G | T | R | E | E | . | C | O | M |

Question Paper Code : 50459

B.E./B.Tech. DEGREE EXAMINATIONS, APRIL/MAY 2024.

Fifth/Sixth Semester

Computer Science and Engineering

CCW 331 — BUSINESS ANALYTICS

(Common to Computer Science and Design/Computer Science and Engineering (Artificial Intelligence and Machine Learning)/Computer and Communication Engineering/Artificial Intelligence and Data Science/Computer Science and Business Systems/Information Technology)

(Regulations 2021)

Time : Three hours   Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Highlight the significance of Data Science.

2. What do you meant by Business Analytics?

3. Write about the Business Intelligence.

4. Brief on Data Mart.

5. How do you analyse the business prediction and its insight?

6. Why we need analysis modelling?

7. Briefly about the planning demand.

8. Write about Logistics Management.

9. State the elements of Marketing Mix.

10. List down the applications in marketing and sales.

PART B — (5 × 13 = 65 marks)

11. (a) List out the type of analytics and describe the life cycle of analytics.

Or

(b) How would you validate and evaluate the data for effective interpretation?

12. (a) Explain various steps in the process of decision making.

Or

(b) Enumerate on the significance of knowledge management.

13. · (a) Discuss how machine learning is used for predictive analytics.

Or

(b) Explain the application of Business Forecasting.

14. (a) Discuss significance of training and development.

Or

(b) Enumerate application of analytics in Supply chain management.

15. (a) Discuss Marketing Strategies in detail.

Or

(b) Enumerate the scope and importance of Sales planning.

PART C — (1 × 15 = 15 marks)

16. (a) Analyze how predictor analytics is used in consumer behavior.

Or

(b) Analyze the application of analytics for different functions of Business.

————————————

50459