



M.Com. IV Semester Degree Examination, October - 2023

COMMERCE

Business Analytics

(NEP)

Time : 3 Hours

Maximum Marks : 70

Instruction : Answer **any five** of the following questions with Question No. **1** is **Compulsory**.
Each question carries **fourteen** marks.

1. State the meaning of the term Data Science. What are the key duties and functions associated with the role of data scientist ? And how do these contribute to data driven decision making ? **14**
2. What is HR metrics ? Briefly explain the key metrics commonly used by the organisations to evaluate HR data. **14**
3. (a) What is Google analytics ? Briefly explain the contents of Google Analytics Dashboard. **7**
(b) What is Marketing analytics ? Explain the metrics used for customer behaviour analysis. **7**
4. What is finance analytics ? How does it aid in optimizing financial decision - making for businesses ? **14**
5. What is data summarization ? Brief out the difference between descriptive and inferential data summarization methods. **14**
6. (a) Briefly explain the metrics used to evaluate the effectiveness of employee training programmes. **7**
(b) What is social media marketing ? State the various metrics used for analyzing customer social media engagement. **7**
7. (a) What is fraud detection and prediction, and why is it crucial for businesses and financial institutions ? **7**
(b) Elaborate on the use of MS-Excel in data cleaning and processing. **7**
8. (a) Differentiate Descriptive, Predictive and Prescriptive Financial Analytics. **5**
(b) Briefly explain the potential application areas of HR analytics. **5**
(c) How does descriptive marketing analytics provide insights into past marketing performance and trends ? **4**

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