21COM3C15L

M.Com. IV Semester Degree Examination, Sept./Oct. - 2024
COMMERCE
Business Analytics
(NEP)

Time : 3 Hours   Maximum Marks : 70

Note : Answer **any five** of the following questions with Question No. **1 (Q1)** is **Compulsory**. Each question carries **fourteen** marks.

1. Discuss the tools and techniques used in Business Analytics and Critically evaluate the different types of Business Analytics. **14**

2. (a) Examine the role of Talent Analytics in succession planning and leadership development. **7**

   (b) Explore the potential applications of HR Analytics in reducing employee attrition and improving retention strategies. **7**

3. (a) Explain the key characteristics and objectives of Marketing Analytics in driving business growth. **7**

   (b) Discuss the practical applications of Marketing Analytics in making data-driven business decisions. **7**

4. (a) Examine the importance and functions of Finance Analytics in managing financial risks. **7**

   (b) Discuss the applications of Finance Analytics in fraud prevention and financial security. **7**

5. Describe how you would use MS-Excel to calculate the mean, median, mode, range, variance, and standard deviation of the salaries. Discuss the significance of these measures in understanding the salary distribution within the company. **14**

6. (a) Compare and contrast Workforce Analytics with other types of HR Analytics. **7**

   (b) Examine the application of Google Analytics in modern marketing strategies. **7**

7. (a) Discuss the key characteristics and objectives of Finance Analytics in modern financial management. **7**

   (b) Describe the steps you would take in MS-Excel to clean data by removing duplicates, handling missing values, and normalizing the figures to a common unit. **7**

8. (a) Evaluate the relevance of Social Media Analytics in shaping marketing decisions. **5**

   (b) Describe the concept of Recruitment Analytics and its impact on the hiring process. **5**

   (c) Describe how to create a Box Plot in MS-Excel using hypothetical data. **4**

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