

School of Management and Business Studies
Department of Management
Odd Semester Examination – December 2025
B.Com. Semester III
Business Analytics - BCH-SE-03

Roll No...

Duration: 1.5 Hour

Max. Marks :30

Section A - Short Answer

(4X3=12)

Note: Attempt any THREE Questions. All questions carry equal marks.

- Q1: Differentiate between Descriptive and Diagnostic analytics with suitable examples.
- Q2: Explain the scope of Business analytics in contemporary organisations.
- Q3: Explain "Data mining" and "Data warehouse" briefly.
- Q4: What do you understand by dashboard? Discuss the key features of a dashboard.
- Q5: Write short notes on supply chain analytics.

Section B-Long Answer

(9X2=18)

Note: Attempt any TWO Questions. All questions carry equal marks.

- Q1: Discuss any five software used in business analytics with their overview, uses, and limitations.
- Q2: Discuss current trends and future outlook of Business analytics in organisations.
- Q3: Explain the process of Business analytics with a suitable diagram.
- Q4: What do you understand by Healthcare analytics? Discuss the key applications of Business analytics in the Healthcare sector.
- Q5: How can business analytics support Decision-making? Explain in the context of Marketing, Sales and Human Resources.