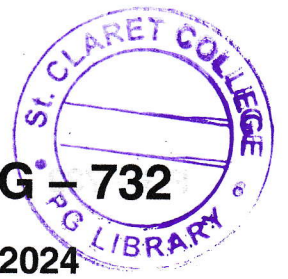




11

PG – 732



**III Semester M.B.A. (Day and Eve.) Examination, June/July 2024
(CBCS) (2022 – 23)**

MANAGEMENT

Paper – 3.11.3 : Analytics for Decision Making

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** out of the following. **Each** question carries **five** marks. **(5×5=25)**

1. Describe the role and responsibilities of a data scientist.
2. Analyse the different data optimization techniques in detail.
3. Illustrate OLAP with an example of a retail store operation.
4. Expand the meaning of decision analysis along with its components.
5. Depict what is data science and how it impacts commerce and industry.
6. Explain the key elements of data classification and also narrate its challenges.
7. "Hypothesizing is the key in data science" – analyse the statement.

SECTION – B

Answer **any three** out of the following. **Each** question carries **ten** marks. **(3×10=30)**

8. Elucidate the categories of ML algorithms in detail.
9. Explicate the difference between data mining and statistics.
10. Depict the application of data science in different industries.
11. Narrate how data analytics improves the supply chain function of an organization.

P.T.O.



SECTION – C

Compulsory question.**(1×15=15)****12. Case study :**

Reddy Laboratories is globally known bio-tech company that leverage data using AI technology to discover and deliver newer medicines. Explain in detail.

- a) How their R&D teams use AI to decode the big data to understand various diseases to be effectively treated ?
- b) How then can identify new targets for innovative medication ?
- c) How then can achieve personalized medication strategies ?