**IV Semester M.Com. Examination, October/November 2024
(CBCS) (2021 – 22)
COMMERCE
4.1 : Business Analytics**

Time : 3 Hours

Max. Marks : 70

SECTION – A

1. Answer **any seven** questions out of ten. **Each** question carries **two** marks. **(7×2=14)**

   a) How is analytics applied across different fields ?

   b) Why are reports important in the context of analytics ?

   c) Give the meaning of talent analytics.

   d) How is employee attrition rate defined ?

   e) What does predictive analytics refer in context of human analytics ?

   f) Define marketing analytics.

   g) Mention the key metrics used in churn analytics to identify and reduce customer attrition.

   h) What do you mean by Loyalty Analytics ?

   i) How does risk profiling help organizations to assess potential threats and vulnerabilities ?

   j) Give the meaning of Portfolio Stress Testing.

SECTION – B

Answer **any four** questions out of six. **Each** question carries **five** marks. **(4×5=20)**

2. What are the key tools and techniques used in analytics ?

3. How does analytics contribute to the overall functioning of Human Resource Development (HRD) ?

4. Explain the potential application of analytics in marketing department.

5. How does analytics enhance Customer Relationship Management (CRM) ?

6. Discuss the critical aspects of financial analytics.

7. How is purchasing pattern analysis used to understand consumer behavior ?

SECTION – C

Answer **any two** questions out of four. **Each** question carries **twelve** marks.

(2×12=24)

8. What is the most recent software tools used in Business analytics ? Explain.

9. Explain how does performance evaluation data influences strategic HR decisions, such as promotions, training needs and talent management.

10. How is Google Analytics utilized in marketing and social media and what is its significance in marketing analytics ?

11. What is the potential application of analytics in finance department ? Explain with suitable examples.

SECTION – D

Compulsory skill based question on subject. **(1×12=12)**

12. XYZ Retail, a mid-sized e-commerce company specializing in fashion and accessories, faced declining customer retention rates and a drop in repeat purchases. To address these challenges the company decided to implement Customer Relationship Management (CRM) analytics to better understand its customer base and enhance engagement strategies.

   a) What are the objectives and leveraging data needs to understand customer behavior and preferences by the company ?

   b) Elucidate the significant impact of CRM analytics in driving business success and emphasizes its relevance in today's competitive landscape.