

<b>QP Code: D132930</b>		<b>Total Pages: 2</b>	<b>Name:</b>
			<b>Register No.</b>
<b>FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025</b>			
<b>(CUFYUGP)</b>			
<b>COP1MN110/COM1MN110 : BUSINESS ANALYTICS FOR DECISION MAKING</b>			
<b>2024 Admission onwards</b>			
<b>Maximum Time :2 Hours</b>			<b>Maximum Marks :70</b>
<b>Section A</b>			
<b>All Questions can be answered. Each Question carries 3 marks</b>			
1	What are the needs of Business Analytics for business organisations?		
2	Discuss the process of 'Sourcing Data' in the analytics process		
3	What are Programmed Decisions?		
4	What are the disadvantages of the Interview method of data collection?		
5	What is data analysis? How does it differ from data collection?		
6	Discuss the disadvantages of secondary data.		
7	How does 'Leading' involve decision-making?		
8	What are the roles of 'Coordinating' in the managerial decision making?		
9	How does 'Variety' in data types challenge analysts?		
10	Discuss the significance of 'Velocity' in real-time analytics?		
<b>(Ceiling : 24 Marks)</b>			
<b>Section B</b>			
<b>All Questions can be answered. Each Question carries 6 marks</b>			
11	Explain the objectives of Business Data Analytics in supporting modern business functions.		
12	Explain the stages of Business Data Analytics Process		
13	Distinguish between Operational and Transactional Decisions		

14	Discuss the challenges of using both Internal and External Sources of Data for a comprehensive analysis.
15	Explain how the 'Planning' and 'Organizing' functions of management are reliant on effective data analytics.
16	Describe the method of 'Abstraction from Records' for data collection. What are its advantages and limitations?
17	Elaborate on the challenges and importance of using both Internal and External Sources of Data
18	Discuss the 'Data Science' by explaining how businesses must manage the Volume, Velocity, and Variety of data.  <b>(Ceiling : 36 Marks)</b>
<b>Section C</b>	
<b>Answer any ONE Question, carries 10 marks</b>	
19	Discuss Descriptive, Predictive, Diagnostic, and Prescriptive methods of analytics. Explain with relevant examples
20	What are the primary Methods of Data Collection available to a business? Discuss the relative merits and demerits of Questionnaires, Interviews, and using Published Statistics.  <b>(1x10=10 Marks)</b>