IV Semester M.Com. Examination, November 2022
(CBCS Scheme) (2021 – 22)
COMMERCE
4.1 : Business Analytics

Time : 3 Hours

Max. Marks : 70

Instruction : Answer all the questions as per instructions.

SECTION – A

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

   a) Define Business Analytics.

   b) Name any Business Analytics Tools.

   c) What is Social Media Report ?

   d) What is Talent Analytics ?

   e) How engagement leads to productivity using HR analytics ?

   f) What are KPI and KPA ?

   g) What is a Dashboard ? Give one example.

   h) Highlight any four objectives of Marketing Analytics.

   i) Name four categories of Customer Analytics.

   j) What is Liquidity Analytics ?

SECTION – B

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

2. How Analytics is Relevant in Business ?

3. How Recruitment Analytics will benefit Human Resource Department ?

4. Explain the characteristics of Marketing Analytics.

5. Discuss the types of Customer Analytics.

6. What are the main steps in Marketing Analytics Success ? Elucidate.

7. How do they measure the financial impact using Financial Analytics ?

P.T.O.

SECTION – C

Answer **any two** questions out of four. **Each** question carries **twelve** marks. **(2×12=24)**

8. Explain Business Analytics Tools and Techniques used by Professionals.

9. Explicate the Performance Appraisal Analytics and its impact on HR Department.

10. What are the advertising techniques used in Marketing Analytics ? Explain in detail.

11. Highlight the Role of Analytics in CRM.

SECTION – D

Answer the following question : **(1×12=12)**

12. Siemens is a German company headquartered in Berlin, Germany. It is one of the world's largest companies focusing on the areas of electrification, automation, and digitalization. It has an annual revenue of 76 billion euros. The visual analytics group of Siemens is tasked with end-to-end reporting solutions and consulting for all of Siemens internal BI needs. This group was facing the challenge of providing reporting solutions to the entire Siemens organization across different departments while maintaining a balance between governance and self-service capabilities. Siemens needed a platform that could analyze its multiple cases of customer satisfaction surveys, logistic processes, and financial reporting. This platform should be easy to use for their employees so that they could use these data for analysis and decision making. In addition, the platform should be easily integrated with existing Siemens systems and give employees a seamless user experience. Siemens started using Dundas BI, a leading global provider of BI and data visualization solutions. It allowed Siemens to create highly interactive dashboards that enabled it to detect issues early and thus save a significant amount of money. The dashboards developed by Dundas BI helped Siemens global logistics organization answer questions like how different supply rates at different locations affect the operation, thus helping the company reduce cycle time by 12 percent and scrap cost by 25 percent.

Questions :

a) What challenges were faced by Siemens visual analytics group ?

b) How did the data visualization tool Dundas BI help Siemens in reducing cost ?