**IV Semester M.Com. Degree Examination, November 2023
(CBCS) (2021-22)
COMMERCE
4.1 : Business Analytics**

Time : 3 Hours

Max. Marks : 70

SECTION – A

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

1. a) What do you mean by analytics ?

   b) What is data visualization ? Mention any 2 tools.

   c) What is internal data ? Give example.

   d) Define HR analytics.

   e) Mention the objectives of marketing analytics.

   f) What is data cleansing ?

   g) Mention any 4 web analytics tools.

   h) What do you mean by leads and conversion ?

   i) What is risk profiling ?

   j) What is compensation analytics ?

SECTION – B

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

2. Briefly explain the 4 types of analytics used in business.

3. Explain the functions of CRM analytics.

4. Write a note on different types of software used in business analytics.

5. Discuss the objectives and functions of finance analytics.

6. Elaborate the benefits of HR analytics.

7. How web analytics is advantageous for promotion ? Discuss in detail.

SECTION – C

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

8. Explicit the relevance of business analytics in different fields.

9. Highlight the role of analytics in marketing analytics.

10. Write a note on portfolio stress testing in finance field.

11. Explain the areas in which HR analytic tools are widely used.

SECTION – D

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

ABCD Inc. has a problem, it is losing employees at a rate of 18% per year. Benchmarks in their industry are at 9%. For the past few years, new government regulations have been making the industry more competitive and profits are on a steady decline. The CEO has identified curbing the high turnover rate as a primary objective for the HR department.

The VP of Human Resources has hired a team of data analysts to look at the issue. The team performed advanced analysis on the anonymous corporate employee data integrated from several HR information systems. The data set contains common and specific HR-oriented features for approximately 1,560 individual employees. Topics include demographics, satisfaction with the job and the company, absences, salary and even travelling schedule. For each individual record, there is also information determining whether the corresponding employee left the company at the end of analyzed period. This information is used to identify key features connected to attrition. By identifying data patterns that can predict current employee behaviour in terms of attrition, the company can develop strategies to address the issue(s).

1. Which specific factors increase or decrease the probability of attrition ?

2. Which individual employees across different jobs are at high risk of attrition ? Why ?

3. What are the factors that made this advanced analysis successful ? Comment.

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