MBA - DEGREE EXAMINATIONS, NOV / DEC 2023
Second Semester
Master of Business Administration
20MBT207 - INFORMATION SYSTEMS AND BUSINESS ANALYTICS
(Regulations 2020)

Duration: 3 Hours   Max. Marks: 100

PART - A (10 × 2 = 20 Marks)
Answer ALL Questions

		Marks, K-Level, CO
1.	What is Business analytics?	2,K1,CO1
2.	Mention few roles of Business analytics in strategic planning.	2,K1,CO1
3.	Distinguish data mart and data warehousing.	2,K2, CO2
4.	MIS is vital in referring to class of systems used to support operational and tactical decision making in an organization.	2,K1,CO2
5.	Discuss on the importance of Big data in analysis.	2,K2,CO3
6.	Write a short note on MBA in retail applications.	2,K1,CO3
7.	How machine learning support in retail business?	2,K1,CO4
8.	Classify distribution in data.	2,K2,CO4
9.	What is dash board?	2,K1,CO5
10.	Write a short note on Prescriptive analytics.	2,K1,CO5

PART - B (5 × 13 = 65 Marks)
Answer ALL Questions

11. a) (i) Explain in detail the future trends in business analytics.   *7,K2,CO1*

   (ii) Decision Making Phase deals with Intelligence gathering, Design and choice which is followed by Implementation and Monitoring. Provide solution for the above Model for Problem Solving.   *6,K2,CO1*

OR

   b) Neatly sketch and explain system development methodologies and justify the feasible model.   *13,K2,CO1*

12. a) Executive Information Systems are strategic-level information systems that are found at the top of the Pyramid. They help executives and senior managers analyze the environment in which the organization operates, to identify long-term trends, and to plan appropriate courses of action. Discuss on it.   *13,K3,CO2*

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create   **12486**

    b) Explain in detail the cloud computing and its applications in present corporate scenario. *13,K2,CO2*

13. a) Direct to consumer advertising for pharmaceuticals is a pull strategy, designed to get consumers to ask their doctors to prescribe certain medications. What are the pros and cons of this practice and recommend LSCM framework for effective distribution of medical products? *13,K2,CO3*

OR

    b) Elaborate Business analytics in practice. *13,K2,CO3*

14. a) Explain in detail the impact of machine learning in banking sector. *13,K2,CO4*

OR

    b) Information systems are typically computer systems used for managing five primary components: 1.) Hardware, 2.) Software, 3.) Data (information for decision making), 4.) Procedures (design, development and documentation), and 5.) People (individuals, groups, or organizations). *13,K2,CO4*
In connection to the above scenario, Draw the Data model framework.

15. a) Explain in detail on scorecard and its applications on HR function. *13,K2,CO5*

OR

    b) Choose any one visualization tool and explain in detail with business operations. *13,K2,CO5*

PART - C (1 × 15 = 15 Marks)
(Compulsory)

16. a) India is the second-largest producer of fruits and vegetables and milk, fifth-largest producer of eggs, and sixth largest producer of fish. The supply chain in food distribution in India in insufficient. Can organized retail help in removing these inefficiencies'? Explain how this can take place in managing data. *15,K3,CO4*