Roll No. ☐☐☐☐☐☐☐☐☐☐☐☐   **Total No. of Pages : 03**

Total No. of Questions : 17

MBA / MBA (IB) (2018 Batch)   (Sem.–2)
BUSINESS ANALYTICS FOR DECISION MAKING
Subject Code : MBA-201-18
M.Code : 76153

Time : 3 Hrs.   **Max. Marks : 60**

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A contains EIGHT questions carrying TWO marks each and students have to attempt ALL questions.**
2. **SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and students have to attempt any ONE question from each Subsection.**
3. **SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.**

SECTION-A

Answer the following questions in 2-3 lines :

1.   What is Primary Data?

2.   What are applications of z-test?

3.   What is meant by level of significance?

4.   What is frequency distribution?

5.   What is base shifting in Index Numbers?

6.   What are linear equations?

7.   What is autocorrelation?

8.   What is Type-II error in Hypothesis Testing?

SECTION-B
UNIT-I

9.   Discuss the need and relevance of Business Analytics in the present business scenario. Explain by citing examples.

10. Write notes on :

   a.   Rules of tabulation

   b.   Limitations of probability sampling methods

UNIT-II

11. Why finding standard error is important for proper analysis of data. Explain by citing examples

12. Write notes on :

   a. Procedure of hypothesis testing

   b. Applications of Chi-Square test

UNIT-III

13. Discuss the difference between partial and multiple correlation. Explain by citing examples.

14. Write notes on :

   a. Role of forecasting in business

   b. Problem of Multicolinarity

UNIT-IV

15. What is Time Series Analysis? Discuss various methods of Time Series Analysis.

16. Write notes on :

   a. Applications of Time Series Analysis

   b. Importance of Index numbers in managerial decision making

SECTION-C

17. **Case study :**

Coca-Cola Amatil is the largest bottler and distributor of non-alcoholic, bottled beverages in the Asia Pacific, and one of the largest bottlers of Coca-Cola products in the region.

How Trax Image Recognition for Retail is being used:

- Prior to using Trax's imaging technology, Coca-Cola Amatil was relying on limited and manual measurements of products in store, as well as delayed data sourced from phone conversations.

- Coca-Cola Amatil sales reps used Trax Retail Execution image-based technology to take pictures of stores shelve with their mobile devices; these images were sent to the Trax Cloud and analyzed, returning actionable reports within minutes to sales reps and providing more detailed online assessments to management.

Value proposition :

- Real-time images of stock allowed sales reps to quickly identify performance gaps and apply corrective actions in store. Reports on shelf share and competitive insights also allowed reps to strategize on opportunities in store and over the phone with store managers.
- Coca-Cola Amatil gained 1.3% market share in the Asia Pacific region within five months.

Global Tech LED is a LED lighting design and supplier to U.S. and international markets, specializing in LED retrofits and fixtures for commercial spaces.

How Google Analytics is being used:

- Google Analytics' Smart Lists were used to automatically identify Global Tech LED prospects who were "Most Likely to Engage", and to then remarket to those users with more targeted product pages.
- Google's Conversion Optimizer was used to automatically adjust potential customer bids for increased conversions.

Value proposition :

- Remarketing campaigns triggered by Smart Lists drove 5 times more clicks than all other display campaigns.
- The click-through rate of Global Tech LED's remarketing campaigns was more than two times the remarketing average of other campaigns.
- Traffic to the company's website grew by more than 100%, and was able to re-engage users in markets in which it was trying to make a dent, including South Asia, Latin America, and Western Europe.
- Use of the Conversion Optimizer allowed Global Tech LED to better allocate marketing costs based on bid potential.

Case Questions :

a. Discuss how Coca-Cola Amatil used Trax Retail Execution image-based technology .

b. Discuss the value proposition of Google's analytical platform used by Global Tech LED.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.