

Seat No.: _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (PART TIME) – SEMESTER (2) – EXAMINATION – SUMMER 2018

Subject Code: 3529904**Date: 01/06/2018****Subject Name: Business Analytics****Time: 10:30 AM To 01:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) Discuss two queries that OLTP cannot answer. **14**
(b) What can BI deliver.
(c) State a scenario where there is a requirement for an OLAP system.
(d) Give an example of data being collected and stored in an unstructured format in your college/university.
(e) What can you say about data in an email ? Give reasons in support of your answer.
(f) What is Data Governance.
(g) State an instance from your daily life where an OLTP system is being used.
- Q.2** (a) Why Big Data is important and who uses big data ? **07**
(b) Why Data Science to be considered as “Discovery of Data Insight” . **07**
Give examples in support of your answer.
- OR**
- (b) Discuss the characteristics of unstructured data ? **07**
- Q.3** (a) Discuss the challenges in Data Driven Decision Making and it's future. **07**
(b) What is Machine Learning ? Discuss Machine Learning Algorithms. **07**
- OR**
- Q.3** (a) How to extract information from semi structured data ? **07**
(b) What is semi-structured data ? List three sources of semi-structured data. **07**
- Q.4** (a) List seven examples using descriptive analytics. **07**
(b) Discuss the challenges faced while extracting information from unstructured data ? **07**
- OR**
- Q.4** (a) Discuss the role of Analytics in Retail Industry. **07**
(b) Discuss the need for Analytics in the Telecom Industry. **07**

IN XYZ Retail Store – A Case Study**Enhancing the “Quality of Customer Experience”**

The year 2000 saw the birth of retail store operated only in India.

2010 awarded the honor of “Best Managed MSME”

Foothold in China, stores owned cross the 50 mark.

Next two years acquiring another 50 stores.

In 2017 the group bag the award for the “Best Employer”.

Business Segments

Initially stocked only grocery items

Gradually started piling garments of every age groups, electronic gizmos, cosmetics etc.

Set up fresh vegetables, fresh juice corners and fast food joints.

Leverages IT, list of premium customers accord special discounts to them.

Constantly follow- “Hear Me – Voice of Customer” service.

Marketing

Advertisements in newspaper, magazine, television, hoardings at prominent locations.

Announce promotional scheme.

Endorsed by top cine stars and sportsperson.

Understand “word of mouth” publicity.

Supplier Management

Strong network of trustworthy and highly reliable supplier partners.

Transparent system of communication with all suppliers.

Believe in win-win strategy for all.

Focus on core business process and outsource others.

Quality Management

Clear guidelines on how to stock the various products -market basket.

Separate sections such as Dairy Product, Electronic Goods, Home Appliances etc.

Hire external agencies to garner customer feedback and employee satisfaction feedback.

Future Outlook

Currently 7,000 employees and looking to growing to 15,000 in the next five years.

Studying customer’s buying behavior, customer segment to target, when to announce discounts,

Aware of social responsibilities.

Practice of using recycled paper bags, conserve energy/power, reducing the use of polythene/plastic bags.

“Money/Travellers cheques Exchange”

Creating brand ambassadors in the digital space too.

Information Technology

Excellent web presence: leveraging website, social networking and mobile device.

Leverages internet for surveys, targeted mailers, personalized invites, loyalty program management.

Self-help portal for online purchases.

Front Office Management

Customer relationship management

PoS, Billing, Charging, Promotion points redemption

Customer Help Desk

(a) “Hear Me- Voice of Customer” service. Elaborate how it has been able to do it. **07**

(b) Win-Win strategy for all. Elaborate how it has been able to do it. **07**

OR

Q.5 (a) “Quality is the Differentiator”. Deliberate your views on the customer experience in light of this statement. **07**

(b) How it relinquishes its social responsibilities ? **07**

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