D Y Patil Agriculture & Technical University, Talsande

Year and Program: MBA-ABM, 2024	School of Agri Business Management	Department of Agribusiness Management
Course Code: MABM001401	Course Title Introduction to Business Analytics	Semester – IV
Day and Date : Tuesday,3/6/2025	End Semester Examination (ESE)	Time: 10:00 a.m.-12:00 noon Max Marks: 100

Instructions: 1) All questions are compulsory.
2) Assume suitable data wherever necessary.
3) Figures to the right indicate full marks.

			Marks	Bloom's Level	CO
Q.1		**Short Answer Type Questions (Attempt any 5)**			
	a)	Illustrate concept of Business Analytics and its evolution.	6	4	2
	b)	Outline the importance of data quality.	6	2	2
	c)	Explain structured, unstructured and semi-structured.	6	4	3
	d)	Write a note on Health care Analytics.	6	2	3
	e)	Discuss applications of Data Science.	6	2	4
	f)	Determine difference between supervised learning and unsupervised learning.	6	5	5
Q.2		**Long Answer Type Questions (Attempt any 5)**			
	a)	What is meant by Big Data? Interpret types of Big Data and characteristics of Big Data.	10	6	5
	b)	Classify Data Scientist vs. Data Engineer vs. Business Analyst	10	4	2
	c)	Assess stages Data Science project Life Cycle.	10	6	3
	d)	What is Retail Analytics? Discuss applications of retail analytics.	10	5	3
	e)	How can business managers use the Descriptive, Predictive and Prescriptive Analytics for making better business decisions? Discuss with examples.	10	5	4
	f)	Figure out various aspects of Supply chain Analytics.	10	6	5

Q.3   **Case Study / Application based question.**

Netflix uses big data analytics to understand its customer's base better. By using these data, they provide better service or product to the customer. Netflix collects huge amounts of data from a vast variety of subscriber base. It collects data such as the location of a user; content watched by the user, user interests, the data searched by the user, and the time at which user watched. Based on these parameters its algorithm gives a personalized recommendation based on the user interest. Netflix has constantly focused on changing business needs they have moved their business model from DVD rental to video on demand and currently producing original shows. **Analyze how Netflix with the help of big data analytics focused on improving the subscriber's experience and how it helped to be more customer-centric and increased its user base.**	20	6	4

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			Marks	Bloom's Level	CO
Q.1		**Short Answer Type Questions (Attempt any 5)**			
	a)	Compare Data Analytics Vs. Data Science.	6	4	2
	b)	Assess the importance of data quality	6	2	2
	c)	Illustrate concept of Business Analytics and its evolution.	6	4	1
	d)	Write a note on Supply chain Analytics.	6	2	3
	e)	Explain History and Evolution of Artificial Intelligence.	6	2	4
	f)	Differentiate between between supervised learning and unsupervised learning.	6	5	5
Q.2		**Long Answer Type Questions (Attempt any 5)**			
	a)	What is meant by Big Data? Interpret types of Big Data and characteristics of Big Data.	10	6	1
	b)	Classify Data Scientist vs. Data Engineer vs. Business Analyst	10	4	2
	c)	Outline different types of Business Analytics.	10	6	3
	d)	Elaborate on Financial Analytics? Discuss applications of financial analytics.	10	5	3

e)	How can business managers use the Descriptive, Predictive and Prescriptive Analytics for making better business decisions? Discuss with examples.	10	5	4
f)	Analyze various aspects of Health care Analytics.	10	6	5

Q.3   **Case Study / Application based question**

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Q.1		**Short Answer Type Questions (Attempt any 5)**	Marks	Bloom's Level	CO
	a)	Compare Data Analytics Vs. Data Science.	6	4	2
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	d)	Write a note on Supply chain Analytics.	6	2	3
	e)	Discuss applications of Data Science.	6	2	4
	f)	Determine difference between supervised learning and unsupervised learning.	6	5	5
Q.2		**Long Answer Type Questions (Attempt any 5)**			
	a)	What is Retail Analytics? Discuss applications of retail analytics.	10	6	1
	b)	Classify Data Scientist vs. Data Engineer vs. Business Analyst	10	4	2
	c)	Figure out various aspects of Supply chain Analytics.	10	6	3
	d)	What is meant by Big Data? Interpret types of Big Data and characteristics of Big Data.	10	5	3
	e)	How can business managers use the Descriptive, Predictive and Prescriptive Analytics for making better business decisions? Discuss with examples.	10	5	4

f)	Assess stages Data Science project Life Cycle.		10	6	5

Q.3   **Case Study / Application based question**

The technological revolution has also knocked on the doors of the agriculture sector with the introduction of Big Data. The collection and analysis process of Big Data not only plays a vital role in boosting the productivity of individual farms but also proves helpful in removing the risk of a global food crisis. Big Data can act as a real game changer for the agriculture sector.	20	6	4

Today, there is a need to produce more food to feed the growing population while using less land for it. However, the government is confronted with challenges due to changing climate and environmental issues that have a direct impact on food production. To accomplish this food production target, policymakers and industry leaders are taking support from technological innovations such as Big Data, Cloud Computing, IoT, etc. These technological advancements prove highly beneficial in improving operations and boosting productivity.

Analyze Role and Impact of Big data on the Agriculture Industry.

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