Reg. No.

IV Semester M.Com. Degree Examination, September/October - 2024
COMMERCE
Analytics in Commerce and Business
(CBCS - Scheme)
Paper : 4.1

Time : 3 Hours

Maximum Marks : 70

SECTION-A

Answer any Seven questions out of Ten. Each question carries Two marks.(7×2=14)

1. a. Write any two difference between business analytics and business intelligence/

   b. State any two characteristics of Business analytics.

   c. How is financial analytics helpful in insurance companies?

   d. What is product profitability analysis?

   e. What is KPI marketing analytics? Give two examples.

   f. How CMO is used Econometrics in Marketing?

   g. What is Chase strategy in HR analytics?

   h. How does manpower forecasting in HR analytics assist during a recession period?

   i. Give the meaning of CRM analytics.

   j. What is firmographic segmentation?

SECTION - B

Answer any Four questions out of Six. Each question carries Five marks. (4×5=20)

2. Why is Business analytics is Important Strategy for Competitive Advantage?

3. What is market basket anlaysis Explain wtih an examples.

4. Explain the outcomes of Cash Flow Analytics.

5. What are the benefits of knowing your target audience?

6. What data needs to be analyzed for employee reward and benefits? Explain.

7. Highligh the benefits and challenges of CRM analytics. Support your answer.

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SECTION - C

Answer any Two questions out of Four. Each question carries Twelve marks.

$(2 \times 12 = 24)$

8. What are the main functions and duties of a business analyst? Explain.

9. What are the key areas to focus in employee analytics? Explain.

10. What is market segmentation? Explain its benefits.

11. Explain the categories and types in customer analytics.

SECTION - D

Answer the following questions.

$(1 \times 12 = 12)$

12. Whole Foods has grown rapidly over the past few years, and they now have 460 stores throughout the US, Canada, and the UK. The expansion itself is fairly impressive for the niche natural food supermarket that got its start in 1980 and is now a subsidiary of Amazon. What's even more impressive, though, is how the natural foods supermarket is adjusting to their large - scale operations. As whole foods grew, data analysts within the company were beginning to use ad - hoc and piece meal solutions for data aggregation and analysis. This resulted in data that wasn't always accurate and, in turn, lost stakeholder trust. By committing to a Tableau overhaul, however, Whole Foods was able to create a single source of truth for their data. Tableau allows them to create data visualizations and dashboards that empower their employees in day - to - day decisions all across the globe, while also contributes to long term strategy. The natural foods market now has over 18,000 Tableau users across their company, effectively transforming their operations and becoming much more efficient.

Questions :

a. Identify the input variables from the above.

b. What are the types of analytics the whole foods have implemented?

c. Prepare a Dashboard for the above identified data variables.