GNANAM SCHOOL OF BUSINESS
Wisdom in Business
AUTONOMOUS

Reg. No.:

Question Paper Code : MB2506

MBA DEGREE EXAMINATION APRIL/ MAY 2026

Second Semester

25MBC206- Business Analytics

(Regulation: 2025)

Time: 3 Hours | Answer ALL Questions | Max. Marks 100

PART-A (10 x 2 = 20 Marks)

1. Define Business Analytics and state its importance.
2. What is meant by the Business Analytics process?
3. Define Data Governance in analytics.
4. Explain the role of technology in Business Analytics.
5. What is descriptive analytics?
6. Explain sampling techniques in analytics.
7. Define predictive analytics.
8. Distinguish between supervised and unsupervised learning.
9. What is prescriptive analytics?
10. Explain Business Intelligence vs Business Analytics.

Part – B (5 x 13 = 65 marks)

11. a) Explain the Business Analytics process and discuss how it supports organizational decision-making and competitive advantage.

OR

b) A retail company is struggling to improve customer retention. As a business analyst, explain how analytics can be used strategically to enhance decision-making and gain competitive advantage.

12. a) Discuss data governance, data quality management, and change management in Business Analytics.

OR

b) A company plans to implement analytics but faces issues in infrastructure, human resources, and data policies. Analyze how these challenges can be addressed effectively.

13. a) Explain descriptive analytics techniques including probability distributions, estimation methods, and data visualization tools.

OR

b) A sales data set shows fluctuating trends across regions. Analyze how dashboards and descriptive statistics can be used to interpret and present meaningful insights.

14. a) Describe predictive analytics and explain predictive modeling procedures with examples.

OR

b) A bank wants to predict loan defaults using customer data. Analyze how data mining techniques and model validation can be applied to solve this problem.

15. a) Explain prescriptive analytics techniques such as optimization, simulation, and scenario planning.

OR

b) A logistics company wants to optimize delivery routes and reduce costs. Analyze how prescriptive analytics and decision support systems can improve performance.

PART C (1 X 15 = 15)

16. a) A multinational company is integrating AI-driven analytics across its marketing, HR, and finance functions using cloud-based tools. However, it faces ethical concerns, data privacy issues, and challenges in real-time decision-making.

Evaluate how the company can effectively implement Business Analytics across functions while addressing ethical issues, leveraging AI & ML, and ensuring sustainable competitive advantage.

OR

b) A fast-growing e-commerce firm uses real-time analytics to track customer behavior but struggles with data overload and poor decision-making outcomes.

Design a comprehensive analytics framework incorporating Business Intelligence, real-time analytics, and emerging technologies to improve decision-making and operational efficiency.