

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET B

**SCHOOL OF MANAGEMENT
END TERM EXAMINATION - JAN 2024**

Semester : Semester V - 2021
Course Code : BBB3005
Course Name : Predictive Analytics
Program : BBA

Date : 10-JAN-2024
Time : 1:00 PM - 4:00 PM
Max Marks : 100
Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS

5 X 2M = 10M

1. How do predictive analytics benefit the firms? Describe it.
(CO1) [Knowledge]
2. Outline the significance of data in the organization for strategic decision-making
(CO2) [Knowledge]
3. Outline the importance of predictive analytics in the banking sector
(CO3) [Knowledge]
4. Outline the importance of multilinear regression
(CO4) [Knowledge]
5. Define business forecasting with a suitable example.
(CO5) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

5 X 10M = 50M

6. How can marketers use predictive analytics to make their efforts more effective? Summarize with a suitable example of how it improves marketing performance and targeting.
(CO1) [Comprehension]

7. When the COVID-19 pandemic hit, people bought things online very quickly. This caused a sudden rise in sales at online stores. InfoCepts companies wanted to expand their online business in APAC, the Middle East/Asia, and Eastern Europe. They needed an online store that could accurately report sales so they could make decisions more quickly and make sure all of their customers had a great time in online shopping. Explain how analytics help InfoCepts make more sales.

(CO1) [Comprehension]

8. Explain the applications of data analysis in developing a data strategy to assist marketers in gaining insights for firm-level decision-making.

(CO2) [Comprehension]

9. How can HR professionals forecast the likelihood of an employee leaving the firm based on criteria such as job satisfaction, income, and years of service by using logistic regression? Explain it.

(CO4) [Comprehension]

10. Make MyTrip is a flight-booking service that helps its customers get the cheapest tickets as much as possible. The problem with airfare is that it changes quickly without any specific reason. If you're not getting tickets the day before your trip, know the amount they will cost in the future. Describe how time series analysis helps the customer get the ticket at low prices.

(CO5) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

2 X 20M = 40M

11. "Doing more with less" is the latest motto for businesses and consumers. Many companies only have plenty of information due to limited time, money, and staff. Businesses can collect extensive data about their customers, prospects, and operations using current analytics and technology. Analytics is a tool that helps businesses identify opportunities to enhance sales, marketing, and customer service. In this instance,
1. Interpret how analytics helps to capture insights and develop strategies for attracting, engaging, and retaining profitable customers.
 2. Analytics enhances the profitability of the organization. Illustrate and explain the statement based on the provided narration.

(CO1) [Application]

12. Cerner Corporation's software solutions are used in over 14,000 hospitals, physician offices, and other medical facilities. Cerner's access enables them to combine patient medical records and data from medical devices to create an integrated medical database to enhance health care. Several devices may foresee medical issues using Cloudera's data mining by feeding data into a single database. When the company used data analysis on a platform capable of saving many lives. In this context,

1. How does Cerner firm deploy data analysis using predictive analytics in healthcare sectors? Interpret it

2. Demonstrate how data analysis benefits hospitals by increasing healthcare services

(CO2) [Application]