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**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF MANAGEMENT  
MID TERM EXAMINATION - NOV 2023**

**Semester :** Semester V - 2021

**Course Code :** BBB3005

**Course Name :** Sem V - BBB3005 - Predictive Analytics

**Program :** BBA

**Date :** 3-NOV-2023

**Time :** 2:00PM - 3:30PM

**Max Marks :** 50

**Weightage :** 25%

**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 2 = 10M)**

1. Define analytics in the firm and describe its significance in profit maximization for decision making.  
(CO1) [Knowledge]
2. Define predictive analytics with an illustration  
(CO1) [Knowledge]
3. Outline the challenges associated with the use of predictive analytics for data-driven decision-making in order to improve inventory management at IKEA.  
(CO1) [Knowledge]
4. Describe the key qualities of data sets that are appropriate for developing a sales model in the insurance sector.  
(CO2) [Knowledge]
5. List the various sources where you can retrieve the data for analysis  
(CO2) [Knowledge]

**PART B**

**ANSWER ALL THE QUESTIONS**

**(2 X 10 = 20M)**

6. Kia Motors, an automobile manufacturer, improved their public relations efforts by analyzing business data and setting goals. This boosts social media engagement as well as sales inquiries. Describe the advantages of predictive analytics in the context of Kia's advertising campaign.  
(CO1) [Comprehension]

7. Hewlett-Packard (HP) is a multinational corporation with over 300,000 workers that has long been a pioneer in the area of HR predictive analytics. In the sales divisions, 20% of HP employees left. This was a major issue for the company's management. This meant that they stayed for an average of 4 to 5 years. Explain how predictive analytics can be effectively utilized to reduce staff attrition rates in this situation.

(CO2) [Comprehension]

### **PART C**

#### **ANSWER THE FOLLOWING QUESTION**

**(1 X 20 = 20M)**

8. The use of predictive analytics improves healthcare by facilitating decision-making, enhancing patient outcomes, and relieving healthcare employees. With the aid of predictive analytics, clinicians have utilized the system to aid in medical decision-making and quickly review large amounts of data. The integration of predictive analytics into the healthcare system has yielded benefits for both doctors and patients. In this scenario,
1. Illustrate how predictive analytics benefits health care.
  2. Why predictive modelling is important in health care? Interpret it

(CO2) [Application]