UES
UNIVERSITY OF TOMORROW

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May 2022

Course: Applications of Analytics **Semester: IV**
Program: BBA ABD **Time : 03 hrs.**
Course Code: DSBA 3003 **Max. Marks: 100**

Instructions: Write in your own words. with examples wherever applicable

SECTION A			
		10Qx2M=20Marks	
S. No.			
Q 1	Why business analytics is essential for today's industries?	2	CO1
Q2	Suggest two important application of business analytics in 'Airlines'.	2	CO3
Q3	How analytics improve CRM system?	2	CO2
Q4	Advertising campaigns become more effective though analytics- explain.	2	CO2
Q5	What is predictive maintenance?	2	CO2
Q6	What is automatics candidate placement?	2	CO1
Q7	What are the skills required for big data analytics?	2	CO1
Q8	What are the myths associated with business analytics.	2	CO2
Q9	Railway and Healthcare are two examples where analytics is not used- True or false.	2	CO3
Q10	Smart PLS software is used for ………..analytics and Arena is used for………………analytics.	2	CO2
SECTION B			
		4Qx5M= 20 Marks	
Q11	Explain the applications of analytics on 'insurance fraud detection'.	5	CO2
Q12	Data analytics is all about decision making- explain.	5	CO2
Q13	How data analytics work- write the steps.	5	CO2
Q14	Suggest a few application of Bid data analytics in "entertainment' industry.	5	CO3
SECTION-C			
		3Qx10M=30 Marks	
Q15	Explain the industry applications of data analytics.	10	CO3
Q16	COID-19 has improved the application of analytics in several industries- explain with examples.	10	CO4

Q17	What are the benefits of Big data in healthcare. Explain with example. OR What are the best applications of 'customer data analytics'	10	CO3

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SECTION-D

2Qx15M= 30 Marks
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Q 18	Explain the applications of big data analytics in Banking. What are the industry specific challenges in big data analytics? OR Illustrate the concept of Government analytics with reference to Urban planning and management.	15	CO4
Q19.	Suppose are working with "Mckensey'. The company has received a project on Big data applications /consultancy in 'Security services'. What steps would you follow to prepare the data set? How tools to be decided for analytics process. Prepare a flow diagram and model for analytics. Suggest four specific applications of your analytics report.	15	CO5