

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
MBA T4 (Regular and Supplementary) Examination, November 2020

Course Code: 42

Course Name: BUSINESS ANALYTICS

Max. Marks: 60

Duration: 3 Hours

PART A

Answer all questions. Each question carries 2 marks.

Marks

- | | | |
|---|--|-----|
| 1 | What is an outlier? | (2) |
| 2 | Explain the relationship between Fraud detection and Fraud Prevention. | (2) |
| 3 | List out the 4 C's of On-Boarding Analytics. | (2) |
| 4 | What is Multi Dimensional Scaling? | (2) |
| 5 | Explain text mining. | (2) |

PART B

Answer any three questions. Each question carries 10 marks.

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| 6 | What are the uses of data visualization in analytics? Explain. | (10) |
| 7 | “Analytics plays an important role in banking and financial services”, Explain. | (10) |
| 8 | Figure out the various aspects of HR Analytics with suitable examples | (10) |
| 9 | What is Click Stream Analytics? Explain the benefits of Click Stream Analytics. | (10) |
| 10 | Explain the concept of ‘ Scenarios’ with possible applications. | (10) |

PART C

Compulsory Question. The question carries 20 marks.

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| 11 | Discuss the Applications of Analytics in Retail Banking | (20) |
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