

Reg. No. \_\_\_\_\_

Name: \_\_\_\_\_

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**  
FOURTH TRIMESTER MBA DEGREE EXAMINATION, SEPT 2018

**MBA 42 BUSINESS ANALYTICS**

Max. Marks: 60

Time: 3 Hours

**PART A**

*Write short answers on all questions*  
*Each question carries two marks*

1. What is meant by a decision model?
2. Discuss procurement
3. What is learning analytics?
4. What do you understand by click stream analytics?
5. Explain What-if analysis.

(5x2 = 10 Marks)

**PART B**

*Answer any three questions*  
*Each question carries ten marks*

6. Explain in detail the scope of Business Analytics in the area of Finance, HR, and Marketing
7. "Predictive demand analytics allow maximising revenue and controlling cost by optimising the accuracy of demand forecasts" Discuss the need of demand planning in the light of this statement.
8. What is the significance of recruitment analytics in Human Resource Management?
9. How can we collect data from social media to analyse the mindset of the customers.
10. What are data driven predictive model?

(3x10 =30 Marks)

**PART C**

*Compulsory question*  
*The question carries twenty marks*

**11. Case: Anchor India Ltd**

Anchor India Ltd was a major manufacturing firm which received contracts from an aerospace firm. The company had been growing rapidly over the last five years. Starting with only 100 employees, the company now had 2500 employees, including production people, salespeople and other in-house staff members. As the company manufactured quality products, its customer base expanded. This increased the company's revenue from 25 crores to 50 crores. The company had well trained production employees who were able to meet all the job demands. With the increase in the number of

contracts, the company planned to hire more employees. A review of the situation by the senior management led to conclusion that more employees were required who can work in congruence with the organization's goals. The HR department had a great task ahead-of forecasting the required human resources. Moreover, hiring people would require the staff to provide additional training that the current task of production will need, and setting standards for measuring and controlling productivity. The human resource staff also need to determine the number of people required for the production area. Anchor India Ltd also made an offer to buy Widepark one of its competitors. Widepark was not performing well for the past one year. But the company had very good HR policies. Widepark's employees were very efficient. At one time, the company was able to generate revenue with half the people that Anchor India Ltd has. But the lack of funds to buy new technology hampered the profits of Widepark. Now that Anchor India Ltd had taken over Widepark, it would need to effectively plan the management of Widepark's human resources. The president of Anchor called the HR manager and asked him to collect information about the human resource planning He needed to identify the number of employees required with a ten percent increase in productivity, the methods using which the human resource department can forecast the number of employees required for the increased production.

#### Questions

1. What methods can the HR manager of Anchor India Ltd can adopt to identify the demand forecasts? (10)
2. In determining whom to promote internally, how can the skills inventory be of important to the new Manager? (10)