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St. Claret College

Autonomous, Bengaluru

ROLL NO:
DATE:

PG END SEMESTER EXAMINATION- JUNE/JULY 2026

M.Com.: IV SEMESTER

MCO 4125: BUSINESS ANALYTICS

TIME: 3 hours. **MAX. MARKS: 70**

This paper contains TWO printed pages and FOUR parts

Instructions:
1. Verify and ensure that the question paper is completely printed.
2. Any discrepancies or questions about the exam paper must be reported to the COE within 1 hour after the examination.
3. Students must check the course title and course code before answering the questions.

PART-A

Answer EIGHT questions out of TEN. Each answer carries TWO marks. [8x2 = 16]

1. What are Business Analytics?
2. List out any 4 open-source business analytics software.
3. What are Predictive HR Analytics?
4. Mention any two applications of HR Analytics.
5. What is Marketing Mix Optimization?
6. Define Customer Lifetime Value (CLV).
7. What is Portfolio Stress Testing?
8. State any two functions of Financial Analytics.
9. What is ESG Analytics?
10. Define Ethical AI in Business Analytics.

PART-B

Answer any FOUR questions out of SIX. Each answer carries FIVE marks. [4x5=20]

11. A retail company collects customer data but fails to improve sales. Identify possible reasons using Business Analytics concepts.
12. Explain how Recruitment Analytics and Talent Analytics together improve workforce quality.

13. Explain the role of Google Analytics in Marketing Analytics.
14. Describe Fraud Detection and Risk Profiling in Finance Analytics.
15. Discuss how ESG Analytics influences investment decisions in modern businesses.
16. Discuss the ethical issues involved in Business Analytics.

PART-C

Answer any TWO questions out of THREE. Each answer carries TEN marks. [2X10=20]

17. Explain the types of Business Analytics with relevant examples.
18. Discuss the applications of Marketing Analytics and CRM Analytics in improving customer relationships and business performance.
19. Analyse the role of ESG Analytics and Ethical AI in sustainable business growth. Discuss the major challenges organisations face while implementing ethical analytics systems.

PART-D

Answer the following. Answer carries FOURTEEN Marks [1X14=14]

20. Case Study: An e-commerce company is facing three major issues simultaneously:
    a) Increasing employee attrition in the HR department.
    b) Declining customer retention despite heavy advertising expenditure.
    c) Rising financial fraud complaints in digital transactions.

    As a Business Analytics Consultant:

a) Identify the type of analytics applicable to each issue. (5 Marks)
b) Suggest suitable analytical techniques and tools for solving the problems. (5 Marks)
c) Explain how dashboards and visualisation tools can support managerial decision-making. (4 Marks)

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