



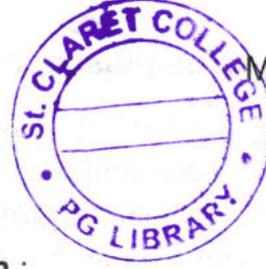
JP – 716

12  
III Semester M.B.A. (Day/Evening) Examination, May/June 2023  
(CBCS Scheme) (2022 – 23 and Onwards)  
(Freshers)

**MANAGEMENT**

**Paper – 3.11.3. : Analytics for Decision Making**

Time : 3 Hours



Max. Marks : 70

SECTION – A

Answer **any five** questions carrying **five** marks **each** :

**(5×5=25)**

1. What is data ? Explain using suitable examples.
2. What is the difference between Data Analysis and Data Science ?
3. Why data visualization is important ?
4. Define OLAP and how is it considered a support system for multi-dimensional analysis.
5. What is Reinforcement learning ?
6. What are the key elements of decision analysis ?
7. Retail analytics is a day-to-day affair for business. Comment.

SECTION – B

Answer **any three** questions carrying **ten** marks **each** :

**(3×10=30)**

8. Briefly explain Data Science Project Life Cycle.
9. Why Cluster Analysis is considered to be a best way of analysis ? Substantiate using suitable industrial example.

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10. Explain the steps in AI evolution considering an industry example.
11. What are the multistage decision problems that an industry faces and how is latest data analytics a solution to all of them ?

## SECTION – C

12. Case Study (**Compulsory** question) : **(1×15=15)**

Considering yourself to be a manager of a MNC dealing with 3 country in 3 different time zone and having a cultural mix in the organisation, how will you use data analytics in programming the schedule of employees to reduce the conflicts ? Also explain how will you use AI, MI and ML to solve multistage decision problems.

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