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PG
MBA Semester- 4th Examination, 2026
MASTER OF BUSINESS ADMINISTRATION
PAPER: MBA 401
(BUSINESS ANALYTICS)

Full Marks: 80 **Time: 3 Hours**

The figures in the right-hand margin indicate full marks.
Candidates are required to give their answers in their own words as far as practicable.

Group-A

Answer any **EIGHT** of the following questions: 8×5=40

1. What is Business Analytics? Explain its importance in modern organizations. 2+3
2. What is meant by the term "Data Science"? Why is Data Science important for businesses? 2+3
3. Briefly discuss the different sources of business data with suitable examples. 5
4. Why is data quality important for business analytics? Discuss the major dimensions of data quality. 2+3
5. What is Data Visualization? Explain its importance. 2+3
6. What is PLS-SEM? Mention its significance in Business Analytics. 2+3
7. Differentiate between descriptive statistics and inferential statistics with suitable examples. 5
8. What is a Sampling Distribution? Explain its importance in financial research.
9. What are the main characteristics of financial time-series data?
10. What is data classification? Explain the different types of data used in Business analytics. 2+3
11. What is an HR Information System (HRIS)? Explain its role in HR Analytics.
12. Explain how analytics can be used to identify and reduce selection bias in recruitment. 5

Group-B

Answer any **FOUR** of the following questions: 4×10=40

13. Discuss the applications of Business Analytics in Retail Analytics and Marketing Analytics with suitable examples. 5+5

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14. Discuss Big Data Management in detail. Explain the challenges associated with managing large volumes of business data. 4+6
15. Explain the application of analytics in dynamic pricing and promotional campaign evaluation within retail and e-commerce environments.
16. Explain financial time-series modelling in detail. Discuss autocorrelation, co-integration, VAR, VECM, and the test of causality in analysing financial data. 4+6
17. Discuss Human Resource Planning and Forecasting in detail. Explain the quantitative and qualitative dimensions of HR planning, methods of HR demand forecasting, and the role of databases in manpower forecasting. 5+5
18. (a) Critically discuss intuition versus analytical thinking in HR decision-making.

    (b) Explain the advantages and limitations of data-driven HR decisions with suitable examples. 5+5

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