

Registration Number:

Date & session:



ST. JOSEPH'S UNIVERSITY, BENGALURU -27
MSc (BIG DATA ANALYTICS) – III SEMESTER
SEMESTER EXAMINATION: OCTOBER 2023
(Examination Conducted in November/December 2023)
BDA 3121 – MODELING IN OPERATIONS MANAGEMENT
(For current batch students only)

Time: 2 Hours

Max Marks: 50

This paper contains ONE printed page and THREE parts

PART A

Answer All the Questions

5 X 2 =10

- 1 In banking analytics, what does the term “NPA” signify?
- 2 What is the primary purpose of A/B testing in marketing analytics?
- 3 Explain the type of analytics is used to predict patient readmission rates in healthcare.
- 4 Which type of analytics helps in optimizing the transportation routes for goods in a supply chain?
- 5 Which retail analytics metric assesses the effectiveness of visual merchandising and product placement in a store?

PART B

Answer any FIVE questions

5 X 4 =20

- 6 Considering the organizational Functions in an IT Company describe various functions within an IT company, and provide an example of each.
- 7 Enumerate the steps involved in determining the credit score of a salaried individual.
- 8 Distinguishing Between Sales and Marketing elaborate on the distinctions between the roles and objectives of sales and marketing within a business.
- 9 Explore the various analytical methods and techniques employed in the supermarket industry.
- 10 Examine the influence of dedicated supply chain assets on the economy at the level of State Governance.
- 11 Detail the unique challenges and obstacles encountered by the venture capital sector.
- 12 Present a case study illustrating a real-world scenario where healthcare analytics is applied in real time.

PART C

Answer Any TWO questions

2 X 10 =20

- 13 Explain the different channels of distribution in the role of place in the marketing mix.
- 14 Explain the key factors that influence a person's CIBIL score and support your explanation with a case study.
- 15 Explore the various distribution channels and their significance in the marketing mix.