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IV Semester M.Com. Degree Examination, October- 2023

COMMERCE

Analytics in Commerce and Business

Paper : 4.1

(CBCS Scheme)

Time : 3 Hours

Maximum Marks : 70

Section - A

Answer any seven questions out of ten. Each question carries two marks.

(7×2=14)

1. a) What is expedient in Business Analytics?
- b) Define Prescriptive Analytics.
- c) What is Insurance Analytics? Give an example.
- d) What is Retail credit Risk Analytics?
- e) What you mean by Average Pages per Session?
- f) What is AdSense Revenue?
- g) What is KPI in HR Analytics?
- h) What is Cost per Hire(CPH) in HR analytics?
- i) What do you mean by Voice of Customer Analytics?
- j) Define Attrition Analysis.



Section - B

Answer any Four questions out of Six. Each question carries Five marks. (4×5=20)

2. Highlight the usage of Predictive Analytics.
3. Which data types of measurement scales are used in Business Analytics? Explain.
4. Explain the Earning at Risk (EAR) Analysis?
5. How CRM analytics is Benefits for any Business?
6. What data is analyzed in Compensation and Benefits Planning? Explain.
7. Elucidate the tips to increase the productivity of Employees using HR analytics.

[P.T.O.]



**Section - C**

Answer any **two** questions out of Four. Each question carries **Twelve** marks. (2×12=24)

8. Explain business Analytics types with respect to Retail value.
9. Explain SWOC and PESTLE model of Business Analytics.
10. What are the software used in Marketing Analytics? Explain.
11. How marketing campaign Analysis, benefits an organization? Explain with suitable example.

Section - D

Compulsory Skill based question on subject (1×12=12)

12. American Airlines, Inc. (AA) is one of the world's largest airlines. Its core business is passenger transportation but it has other vital ancillary functions that include full-truckload(FTL) freight shipment of maintenance equipment and in-flight shipment of passenger service items that could add up to over \$1 billion in inventory at any given time? AA receives numerous bids from suppliers in response to request for quotes(RFQs) for inventories. AA's RFQs could total over 500 in any given year. Bid quotes vary significantly as a result of the large number of bids and resultant complex bidding process. Sometimes, a single contract bid could deviate by about 200 percent. As a result of the complex process, it is common to either overpay or underpay suppliers for their services. To this end, AA wanted a should-cost model that would streamline and assess bid quotes from suppliers in order to choose bid quotes that were fair to both them and their suppliers.
In order to determine fair cost for supplier products and services, three steps were taken:
 1. Primary (e.g., interviews) and secondary (e.g., Internet) sources were scouted for base-case and range data that would inform cost variables that affect an FTL bid.
 2. Cost variables were chosen so that they were mutually exclusive and collectively exhaustive.
 3. The DPL decision analysis software was used to model the uncertainty furthermore, Extended Swanson-Megill (ESM) approximation was used to model the probability distribution of the most sensitive cost variable used. This was done in order to account for the high variability in the bids in the initial model.A pilot test was done on an RFQ that attracted bids from six FTL carriers. Out of the six bids presented, five were within three standard deviations from the mean while one was considered an outlier. Subsequently, AA used the should-cost FTL model on more than 20 RFQs to determine what a fair and accurate cost of goods and services should be. It is expected that the model will help in reducing the risk of either overpaying or underpaying its suppliers.
Beside reducing the risk of overpaying or underpaying suppliers, what are some other benefits AA would derive from its "should be" model?
Can you think of other domains besides air transportation where such a model could be used? Explain.

