B.M.S. COLLEGE FOR WOMEN, AUTONOMOUS
BENGALURU – 560004
SEMESTER END EXAMINATION – SEPT/OCT 2023

M.Com – 4th Semester

ANALYTICS IN COMMERCE AND BUSINESS

Course Code: MCM401T   **QP Code: 14015**
Time: 3 Hours   **Max. Marks: 70**

SECTION – A

1. Answer any SEVEN questions. Each question carries TWO marks.   **(7X2=14)**

   a. What is business analytics?
   b. State the applications of CRM analytics.
   c. What is meant by risk-based pricing?
   d. List out any two financial analytics software.
   e. What is sales pipeline reporting?
   f. State the factors involved in buying pattern behaviour analysis.
   g. Give the meaning of HR analytics.
   h. What is meant by churn analytics?
   i. Name any two reports in analytics.
   j. What is talent analytics?

SECTION – B

Answer any FOUR questions. Each question carries FIVE marks.   **(4X5=20)**

2. Discuss the need and relevance of business analytics with examples.
3. Describe the various types of finance analytics.
4. Analytics contribute in adding value and streamlining the customer shopping experience. Comment.
5. Discuss the popular metrics and benefits of Google analytics in marketing.
6. Briefly explain the need and importance of analytics in strategic HR decision making.
7. Explain the role of cross sell and upsell models in CRM analytics.

SECTION – C

Answer any TWO questions. Each question carries TWELVE marks.   **(2X12=24)**

8. Explain in detail the various tools and techniques of business analytics.
9. What is social media analytics? Discuss with examples the benefits of social media analytics and its increasing popularity among consumer companies in influencing buyer decision making.

10. Discuss the role of HR analytics in employee performance evaluation and the steps involved in managing employee attrition.
11. Discuss the relevance and potential application of analytics in CRM for improved business decision making, corporate strategy and customer centricity.

SECTION – D
Skill-Based Question   (1X12=12)

12. Among a diverse landscape of messaging apps, WhatsApp stands out as one of the most popular: in 2023, WhatsApp reported more than 2.7 billion daily monthly active users, and it has been predicted to go up by 18% by 2025. WhatsApp provides fast, simple, and secure services at no cost, allowing users to send text messages, voice messages, pictures, documents and other files as well as place voice calls and video calls to other WhatsApp users, all for free. It is expected that the unstructured data generated by WhatsApp alone will double in volume within the next 4 years.

Though useful for private communications, WhatsApp is also being used by employees, and by even some organizations for business related communications. Part of WhatsApp's popularity may be attributed to its meticulous design; it delivers an intuitive user experience where things "just work." Users are able to send messages and manage complex communications with speed and ease. When integrated into the workplace, WhatsApp can enhance employee productivity.

However, it also brings many challenges to records management professionals to manage information residing in the application and to meet compliance requirements, for it is not designed with compliance in mind. It takes time before a recordkeeping solution vendor can catch up with the fast development of technologies and make a proper solution available in the market to manage WhatsApp records.

For most users, their concern is probably how to make the best use of technical tools to support their business efficiency and effectiveness. They are less concerned about the compliance issues and risks the use of the application might bring. They may focus on achieving their goals on behalf of the organization, but they may not be aware that in the process of doing so, they risk compromising the recordkeeping, accountability and sensitive information protection of their organization that may bring irreversible reputational damage to the organization.

You are supposed to answer the following questions.

a. Explain the major tasks of analytics employed in WhatsApp.
b. How WhatsApp can utilize the users' database for the betterment of their business?
c. What are the potential challenges that WhatsApp is likely to face in implementing analytics?

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