



QP CODE: 26802209



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Reg No :

Name :

MBA DEGREE EXAMINATION, MAY 2026

Fourth Semester

MASTER OF BUSINESS ADMINISTRATION

ELECTIVE - 24MB04FE48 - STRATEGIC BUSINESS ANALYTICS

2024 ADMISSION ONWARDS

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Time: 3 Hours

Maximum Marks: 60

Part A

*Answer any **five** questions. Each question carries **2** marks.*

1. What is the role of data infrastructure in building analytical capabilities?
2. What role do Key Performance Indicators (KPIs) play in aligning analytics with business objectives?
3. Name any two frameworks used in strategic decision modelling
4. What is an optimization model in business analytics?
5. What is financial analytics?
6. What are the three primary phases of scenario planning?
7. List three emerging trends in AI-driven strategic analytics.

(5×2 = 10 Marks)

Part B

*Answer any **five** questions. Each question carries **6** marks.*

8. Discuss how analytics supports strategic decision-making in organizations
9. Explain the application of Monte Carlo simulation in business decision-making.
10. Discuss the importance of decision tree models in strategic planning and decision-making.
11. Explain how analytics helps in risk prediction and management.
12. Explain the importance of analytical scorecards in business monitoring.
13. Compare and contrast the benefits of using predictive analytics versus descriptive analytics when planning a new product launch.





14. Evaluate the "7 Core Pillars" of Digital Maturity. How does an assessment of pillars like Strategy, Data, and Culture prevent a company from launching an AI project destined for failure?

(5×6 = 30 Marks)

Part C

Answer any **two** questions. Each question carries **10** marks.

Question number 17 is compulsory .

15. While BI tells us "what happened," DI aims to help us decide "what to do." Describe the three components of a Decision Intelligence framework (Data, Insights, and Decision Logic) and how they bridge the gap between analytics and action.
16. What are the primary analytical focuses for a "Volume Player" like Reliance Trends versus a "Premium Player" like FabIndia?

Compulsory Question

17. Predictive analytics is widely held to be the most actionable form of business intelligence. As IBM famously stated, if business can be considered a "numbers game," predictive analytics is the way this game is best played and won. Many companies in China and Hong Kong are increasingly using data mining and predictive analytics to better cater to their customers' needs. This has led to the growth, in the last ten years, of enterprises specializing in these IT solutions. Among them is the award-winning Saga Digits Group. Incorporated in 2016 in Hong Kong, the group consists of two sister organizations that work together to offer services to Asian businesses. Saga Digits Limited provides data mining, cleansing, extraction, and analytics services based on a series of methods, including natural language processing, big data, and AI technologies. Compathnion Technology Limited specializes instead in data collection, visual recognition, predictive analytics, and statistical modeling for indoor and outdoor uses. One of the most interesting scalable solutions that SagaDigits offers its customers is Smart Box, an original, highly configurable AI solution for online and offline retail stores. When a company adopts this product for its retail business, it gets a real-time zone detection service in selected retail stores to predict the number of shoppers in those specific areas and learn their preferences based on the spatial information collected. To successfully predict customer behaviour, Smart Box employs a mixed set of indicators and information tools, including advanced visual recognition. Its sensors can detect consumers' gender, emotion, and approximate age group with a high level of accuracy. Finally, based on its own behavioural models' predictions and the historical records of similar customers' transaction histories, Smart Box provides automatic recommendations for advertisement and product selection for display. Smart Box is one among many of SagaDigits' solutions that use predictive analytics. Another system is Smart User Pro, which uses a variety of public data and internal data to predict various marketing trends in retail and marketing for consumer goods.
1. Why is predictive analytics becoming increasingly common?





2. What is the most interesting feature of Smart Box?
3. To which kind of corporate organization is Smart Box targeted?
4. Describe alternative uses of predictive analytics that Saga Digits has developed solutions for.

(2×10 = 20 Marks)

