Time: 2.5 Hours
Max. Marks: 60

General Instructions:

IMP: *Verify that you have received the question paper with the correct course, code, branch etc.*

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A
15

1. Attempt all parts:-

1-a.   SCOR performance metrices are categorised as.(CO1,K2)   1

  (a)   Customer-Facing

  (b)   Internal-Facing

  (c)   Either 1 or 2

  (d)   Both 1 and 2

1-b.   Descriptive analytics deals with (CO2, K2)   1

  (a)   Data visualization

  (b)   Data prediction

  (c)   Data mining

  (d)   Data protection

1-c.   Data analysts reported that dramatic surge in demand during holiday seasons is causing delays in courier delivery. This is known as, (CO3, K2)   1

  (a)   Prescriptive Analytics

  (b)   Diagnostic Analytics

  (c)   Descriptive Analytics

  (d)   Predictive Analytics

1-d.   What analytics is used by a data analysts to determine an optimal course of action. (CO4, K2)   1

 (a)   Prescriptive Analytics

 (b)   Diagnostic Analytics

 (c)   Descriptive Analytics

 (d)   Predictive Analytics

1-e.   The Company manager suggested that the company hire 30 extra part-time truck drivers,in the festive season to cope with the increasing demand actions are taken. This is known as, (CO5, K2)   1

 (a)   Prescriptive Analytics

 (b)   Diagnostics Analytics

 (c)   Descriptive Analytics

 (d)   Predictive Analytics

2. Attempt all parts:-

2.a.   The digital transformation is being accelerated by three key technologies, name them. (CO1, K2)   2

2.b.   Business analytics is used for competitive advantages. Explain. (CO2, K2)   2

2.c.   Write a short note on predictive analytics. (CO3, K2)   2

2.d.   What is PaaS in SCM? (CO4, K4)   2

2.e.   Business analytics is used for competitive advantages. Explain (CO5, K2)   2

SECTION-B   15

3. Answer any <u>three</u> of the following:-

3-a.   What is supply chain operations reference or SCOR? (CO1, K2)   5

3-b.   Explain ERP and how ERP system has evolved over time. (CO2, K2)   5

3.c.   Explain how data analytics helps us for decision making and problem solving in business. (CO3, K2)   5

3.d.   Explain how time series data are recorded and how we may use it? (CO4, K2)   5

3.e.   Explain how ERP binds the entire organisation. (CO5, K2)   5

SECTION-C   30

4. Answer any <u>one</u> of the following:-

4-a.   Endangered animals are monitored on real time basis with tracking devices. How such tracking is made possible? (CO1, K4)   6

4-b.   In an ethical hacking competition, different teams were given separate tasks of manipulating financial records created both by traditional digital transaction and thru Block Chain technology. Can you predict which teams had won the completion and which type of transaction administration costs are more? (CO1, K2)   6

5. Answer any <u>one</u> of the following:-

5-a.   Even if you're not responsible for writing code, knowing the basics of, machine learning can help you gain a deeper understanding, of your organization. Do you agree with the statement? (CO2, K2)   6

| 5-b. | A petrol pump owner wants real time information from the time payment of one tanker load of petrol is received by ABC oil company to the allotment of truck for loading the oil tanker with petrol at the oil terminal. As a new age supply chain manager elaborate what is being done to fulfil his expectations? (CO2, K4) | 6 |

6. Answer any <u>one</u> of the following:-

| 6-a. | BigBasket in ecommerce business states that their one of the most important activities is to understand their customers. How BigBasket understands their customers in delivering services? (CO3, K4) | 6 |
| 6-b. | The digital implementation team of you company provided training on data privacy and ethics, data integrity and data literacy. Can you explain this to the new trainee? (CO3, K2) | 6 |

7. Answer any <u>one</u> of the following:-

| 7-a. | An algorithm is only as unbiased as the data it's trained with.' Explain it with a live example (CO4, K2) | 6 |
| 7-b. | The sales team of XYZ company use market intelligence to collect information about customers. A system called the lead scoring is used to identify prospective customers and the field officers are advise4d to approach the customers for tying up the volume. Explain how this is done. (CO4, K4) | 6 |

8. Answer any <u>one</u> of the following:-

| 8-a. | The Indigo airline keeps changing their ticket prices during any time of the day in a dynamic manner. Any idea what prompts them to do so and how they perform it? (CO5, K4) | 6 |
| 8-b. | While watching NETFLIX it is observed that depending on the type of movies we had been searching today suggestions of future movies are provided. How such suggestions are being made by NETFLIX? (CO5, K4) | 6 |