



Register Number:

Date: 17-11-2020

**ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE – 27**  
**M.Sc BIG DATA ANALYTICS – III SEMESTER**  
**SEMESTER EXAMINATION – November 2020**  
**BDA 3118: MODELLING IN OPERATIONS MANAGEMENT**

**This Question Paper Contains One Printed Page and One Part**

**Time: 2 1/2 hrs.**

**Maximum marks: 70**

**ANSWER ANY SEVEN OF THE FOLLOWING QUESTIONS.**

**ALL QUESTION CARRY EQUAL MARKS.**

**7X10=70**

1. Define the following terms
  - a. Deposits
  - b. Credit card
  - c. Assets
  - d. Liabilities
  - e. Loans
2. What is Marketing? Explain the difference between needs, wants, and demands. Why is the customer an important aspect in marketing?
3. Explain venture and venture capitalist.
4. What are the key points to be included in a project report for new venture proposal?
5. What is CIBIL? Explain how CIBIL approves Loan to customer with the help of an example.
6. Explain the drivers of supply chain management. What analytics can be used in supply chain?
7. What is the problem of inventory? Explain bullwhip effect.
8. What are the key issues of supply chain? Elaborate the role of IoT in supply chain.
9. Discuss the various scopes of analytics in healthcare. Illustrate with a case study.

**BDA 3118-A-20**