ST. JOSEPH'S COLLEGE (AUTONOMOUS), BENGALURU -27
M.Sc(BIG DATA ANALYTICS) – III SEMESTER
SEMESTER EXAMINATION: OCTOBER 2022
(Examination conducted in December 2022)
BDA 3121 : MODELING IN OPERATIONS MANAGEMENT

Time: 2 ½ Hours   **Max Marks: 70**
This paper contains THREEprinted pages and THREE parts

PART-A

Answer all questions   **10x1=10**

1. This algorithm is not used for both classification and regression problems

    a. Naive Bayes
    b. Decision Trees
    c. Random Forest
    d. Support Vector Machines

2. The value of precision , recall and F1-score ranges from ___to __

    a. 0,1
    b. 1,10
    c. 0,10
    d. 0,100

3. The additional P's of marketing are –

    a. People, Physical evidence, Package

    b. People, Physical evidence, Process

    c. People, Process, Packaging

    d. Physical evidence, Process, Packaging

4. The differences between a good and service is –

    a. Good is intangible, service is tangible

    b. Good is inventoried, service is preserved

    c. Goods and services have no difference

    d. Good can be touched, service is felt

5. Identify the correct sequence that leads to potential demand –

    a. Unlimited wants---Limited resources--desire & ability to Demand

    b. Needs---Desire & ability to buy—Wants--Demand

    c. Needs—Wants---Desire & ability to buy---Demand

    d. Limited resources--Desire & ability to buy---readiness to spend---Demand

6. Find the correct order in which Marketing research performs these tasks of managing information –

    A. Analyzing data B. Collecting data C. Recording data D. Reporting data

    a. D, B, C, A

    b. C, A, D, B

    c. B, C, A, D

    d. A, D, B, C

7. The higher the supply chain _____, the more successful the supply chain.

    a. Global issues

    b. Location

    c. Profitability

    d. Inventory

8. Objective of _____ technology is to minimize the overall costs by increasing operational efficiency of the _____.

    a. Supply chain, operational process

    b. Logistics, manufacturing process

    c. Information, process

    d. Integration, overall supply chain

9. Finance is the life blood of an organization. It embraces all managerial activities that aim at:

    a. Procurement of funds at least cost.

    b. Working capital management

    c. Effective deployment of funds

    d. Both (a) and (c)

10. The Basic Concept of Supply Chain Management relates to _____ of the complete Chain.

   a. Globalization
   b. Distribution
   c. Planning
   d. Optimization

PART B

Answer any SIX questions: **6x5=30**

11. What is Operations Management? What is the role of operations in Operations Management?
12. Discuss the role of analytics in venture capital funding.
13. Explain the role of business analytics in marketing organizations.
14. What are the different types of retail stores? Cite examples of each type.
15. In banking industry data analytics helps in improved Employee Engagement and Customer Segregation. Explain.
16. List and briefly explain the different elements of a supply chain.
17. Mention three reasons for the growth of service sector organizations.
18. What are the components of marketing mix? Explain in brief.

PART C

Answer any THREE questions: **3x10=30**

19. Imagine you own a FINTECH company. Describe how your team uses a data-analytics model to make better investment decisions in early-stage start-ups
20. Explain the impact of big data and data analytics on supply chain management.
21. State and explain the different theories of retailing.
22. Explain the Logistics process with an example. What are the elements of Logistics? Discuss the role of Technology in Logistics and Channel Information Systems.