



Register Number:

DATE:

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

**TIME 2.5 HOURS**

**MAX. MARKS 70**

**This Question Paper Contains FOUR Printed Papers and THREE Parts**

**PART A**

**Answer ALL questions**

**20 X 1 = 20**

1. What are the \_\_\_\_\_ Management skills?
  - a. Leadership, time and stress management
  - b. Innovation and creativity, communication
  - c. Information gathering, negotiation, coaching and gathering
  - d. All of the above
  
2. Management is \_\_\_\_\_ in order to create a surplus
  - a. an art
  - b. a science
  - c. both A & B
  - d. None of these
  
3. Which term best describes the process of obtaining, deploying, and utilizing a variety of essential resources to contribute to an organization's success?
  - a. Planning
  - b. organizing
  - c. staffing
  - d. management
  
4. A manager who possesses knowledge of the processes, equipment, and potential problems of an industry would possess what type of managerial skill?
  - a. Technical
  - b. Administrative
  - c. Interpersonal
  - d. Organizational

5. Which level of management do CEOs and COOs belong to?
  - a. Top Level
  - b. Middle Level
  - c. Operational Level
  - d. All of the above.
  
6. Where is the current account of all other banks are maintained?
  - a. Finance ministry
  - b. RBI
  - c. State Bank of India
  - d. World Bank
  
7. Which of the following items is not related with e-banking?
  - a. Demand Draft
  - b. ECS
  - c. SPMS
  - d. ATM
  
8. Credit Cards are a convenient substitute for \_\_\_\_\_
  - a. Cash
  - b. Cheque
  - c. a & b
  - d. None of the Above
  
9. Bank does not provide loans for \_\_\_\_\_
  - a. Education
  - b. Crop
  - c. Building House
  - d. Gambling
  
10. \_\_\_\_\_ is nothing but willingness of consumers to purchase products and services as per their taste, need and of course pocket.
  - a. Consumer behavior
  - b. Consumer interest
  - c. Consumer attitude
  - d. Consumer perception
  
11. In terms of consumer behavior; culture, social class, and reference group influences have been related to purchase and \_\_\_\_\_
  - a. Economic situations
  - b. Situational influences
  - c. Consumption decisions
  - d. Physiological influences

12. \_\_\_\_\_ are factors that have been shown to affect consumer behavior?
- Brand name, quality, newness, and complexity
  - Advertising, marketing, product, and price
  - Outlets, strategies, concept, and brand name
  - Quality, advertising, product positioning
13. Which of the following is true for supply chain management?
- The physical material moves in the direction of the end of chain
  - Flow of cash backwards through the chain
  - Exchange of information moves in both the direction
  - All of the above
14. The purpose of supply chain management is
- Provide customer satisfaction
  - Improve quality of a product
  - Integrating supply and demand management
  - Increase production
15. \_\_\_\_\_ is a form of financing especially for funding high technology, high risk and perceived high reward projects?
- Fixed capital.
  - Current capital.
  - Seed capital.
  - Venture capital.
16. Due to small change in customer demands, inventory oscillations become progressively larger looking through the supply chain. This is known as \_\_\_\_\_
- Bullwhip effect
  - Net chain analysis
  - Reverse logistics
  - Reverse supply chain
17. A new venture's business plan is important because \_\_\_\_\_
- It helps to persuade others to commit funding to the venture.
  - Can help demonstrate the viability of the venture.
  - Provides a guide for business activities by defining objectives.
  - All the above.
18. The objective of a supply chain is
- To improve responsiveness across the whole supply chain
  - To deliver improved value to the customers
  - To improve the efficiency and responsiveness across the whole supply chain and also deliver improved value to the customers
  - To improve the responsiveness across the whole supply chain and deliver improved value to the customers

19. Dell supply chain is characterized by
  - a. Individual customization
  - b. Zero product variety
  - c. Lean production systems
  - d. Long-term relationship with the suppliers
  
20. In what way other than retrospective patient data analysis are analytics programs frequently employed?
  - a. Prospective or predictive patient analytics
  - b. Real-time clinical decision support
  - c. Financial management and operational efficiency initiatives
  - d. To compare patient outcomes with other care facilities

### **PART B**

**Answer ANY SIX Questions**

**6 X 5 = 30**

21. Write the different functions in an organization and draw the diagram by citing an example of IT Company?
22. What are steps that are followed in identifying credit score of a salaried person?
23. Explain the distribution channels used in the role of place in the marketing mix?
24. What is the different analytical technique used in Supermarket?
25. Explain the Concept of Needs, Wants and Demands?
26. Explain the Significance of Venture capitalist in the emerging economies?
27. Explain the participants of supply chain in detail?
28. Explain the different channels of distribution in the role of place in the marketing mix?

### **PART C**

**Answer any TWO Questions**

**2 X 10 = 20**

29. Explain the Functions of Bank with the neat diagram?
30. Explain the growth of venture capital funds in India?
31. Explain the goals of supply chain Management Concept with an example?