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IV Semester M.Com. Degree Examination, August/September - 2025

COMMERCE (Accounts & Taxation)

Analytics in Commerce and Business (Elective)

(CBCS Scheme)

Paper : 4.1

Time : 3 Hours

Maximum Marks : 70

SECTION-A

Answer any Seven questions out of Ten. Each question carries Two marks.(7×2=14)

1. a) Define Business Analytics.
- b) Mention any two applications of Finance Analytics.
- c) What is Risk Profiling?
- d) List any two functions of HR Analytics.
- e) What is meant by Risk-based Pricing?
- f) Define Churn Analytics.
- g) Name any two tools used in Marketing Analytics.
- h) What is the purpose of Portfolio Stress Testing?
- i) Write any two objectives of CRM Analytics
- j) Give the meaning of Employee Attrition Rate.



SECTION - B

Answer any Four questions out of Six. Each question carries Five marks. (4×5=20)

2. Explain the characteristics and importance of Business Analytics.
3. Briefly discuss the relevance of Analytics in the Finance Department.
4. What are the key features and functions of HR Analytics?
5. Describe how Social Media is relevant in Marketing Analytics.
6. Explain Life Time Value and its importance in CRM Analytics.
7. Discuss the role of Google Analytics in Marketing.

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SECTION - C

Answer any Two questions out of Four. Each question carries Twelve marks.

(2×12=24)

8. Discuss the tools and techniques used in Business Analytics. How do they assist in report generation and decision making?
9. Write importance of Predictive Analytics in fraud detection.
10. Describe the different types of HR Analytics and discuss their importance in improving organizational effectiveness.
11. Explain how analytics is used to study customer purchasing patterns, loyalty, and churn prediction.

SECTION - D

Answer the following question. This question carries Twelve marks. (1×12=12)

12. Imagine you are a Marketing Manager of an e-commerce company. Your company is planning to launch a new product line and wants to ensure the marketing campaign reaches the right audience, improves sales conversions, and retains loyal customers.

Questions :

- a) How would you use **Marketing Analytics** to identify and target the right audience?
 - b) What tools and metrics would you use to monitor the campaign performance?
 - c) How can **CRM Analytics** be integrated post-launch to enhance customer loyalty and reduce churn?
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