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| **SESSION** | **July 2023** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (mba)** |
| **SEMESTER** | **IV** |
| **course CODE & NAME** | **DADS403business analytics** |
| **CREDITS** | **4** |
| **nUMBER OF ASSIGNMENTS & Marks** | **02**  **30 Marks each** |

**Assignment Set – 1**

**1. What is ‘Business Analytics’? Discuss the role of Business Analyticsin various Domains of Business. 2 + 8**

**Ans 1.**

**Business Analytics**

Business Analytics (BA) refers to the skills, techniques, processes, and tools used to explore, analyze, and extract meaningful patterns from data to improve decision-making in businesses. This field combines statistical analysis, data mining, predictive modeling, and multivariate testing to interpret and transform information into valuable insights. By leveraging technology and specialized software, Its Half solved only

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**2. Discuss any one purpose of using Conjoint analysis in detail. Explain the following terms and how are they calculated:**

**TRP**

**GRP**

**Ans 2.**

Conjoint analysis is a powerful marketing research technique used to understand how consumers make choices among different product or service offerings. It helps businesses and marketers determine which combination of attributes or features are most appealing to their target audience. One of the primary purposes of using conjoint analysis is to estimate the importance of various product attributes and their impact on consumers' purchasing decisions. Let's discuss this

**3. Discuss MDS and Perceptual Map in detail.**

**Ans 3.**

Multidimensional Scaling (MDS) and Perceptual Maps are two closely related techniques used in marketing and psychology to visualize and understand the relationships between objects or stimuli based on their perceived similarities or dissimilarities. Let's discuss each of them in detail:

**Assignment Set – 2**

**1. What is Propensity Model? Briefly discuss different types of Propensity Models. 2+8**

**Ans 1.**

A Propensity Model is a statistical or machine learning model that predicts the likelihood or propensity of an individual or entity to take a specific action or exhibit a particular behavior. These models are widely used in various fields, including marketing, finance, healthcare, and more, to make informed decisions and target resources effectively.

**Different types of**

**2. Briefly discuss any five Digital Marketing techniques.**

**Ans 2.**

Digital marketing encompasses a wide range of techniques and strategies to promote products, services, or brands through online channels. Here are five key digital marketing techniques briefly discussed:

1. **Search Engine Optimization (SEO):** SEO is the process of optimizing a website to improve

**3. Elaborate RPA. Discuss 5 step implementation approach of RPA**

**Ans 3.**

Robotic Process Automation (RPA) is a technology that uses software robots or "bots" to automate repetitive and rule-based tasks within business processes. RPA bots are designed to mimic the actions of human users interacting with digital systems, such as clicking buttons, entering data, and performing tasks in software applications. RPA has gained popularity because it can