

4M1483

Roll No. \_\_\_\_\_

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**4M1483**

**M.B.A. IV - Sem. (Main / Back) Exam., - 2023**

**Business Analytics**

**M-462 Business Forecasting**

**Time: 3 Hours**

**Maximum Marks: 70**

*Instructions to Candidates:*

- (i) *The question paper is divided in three parts.*
- (ii) *Part A contains 10 questions which are compulsory. Part B contains eight questions out of which five are to be attempted. Part C contains one question which is compulsory.*

1. NIL \_\_\_\_\_

2. NIL \_\_\_\_\_

**PART – A**

**[10×2=20]**

**All questions are compulsory**

- Q.1 Give the features of a good forecasting method.
- Q.2 Describe the Delphi Method.
- Q.3 Explain the significance of Cumulative sum of Forecast Errors (CFE).
- Q.4 Give the difference between Qualitative and Quantitative methods.
- Q.5 Give the uses of Regression Analysis.
- Q.6 What is Cumulative sum of Forecast Errors?
- Q.7 Explain the Parametric Test and Non-Parametric Test.
- Q.8 Explain the Data Transformations.
- Q.9 What are the application of forecasting in Business?
- Q.10 Explain the Time Series Analysis.

## **PART – B**

[5×6=30]

### **Attempt any five questions**

- Q.1 Explain the process of data cleaning and transformations in the context of preparing data for forecasting.
- Q.2 Elaborate on the concept of forecasting as both an Art and a Science. How do businesses balance intuition and statistical methods in forecasting?
- Q.3 What is the Delphi Method, how it is useful for a qualitative forecasting technique? How can businesses benefit from using the Delphi Method in their decision-making processes?
- Q.4 Explain the Concept of Mean Absolute Deviation (MAD) as a measure of forecast accuracy. How is MAD calculated, and how can it be interpreted in the context of Business Forecasting?
- Q.5 Explain the Concept of Exponential Smoothing. What are the advantages and disadvantages of using exponential smoothing for forecasting?
- Q.6 Define regression analysis and its importance in Business Forecasting. Explain the assumptions of a Simple Linear Regression Model.
- Q.7 Explain the significance of data cleaning and data transformation in the context of preparing data for forecasting. Provide real-world examples of the challenges involved.
- Q.8 How does forecasting contribute to the process of operations planning in a business? Provide specific examples of industries where operations planning heavily relies on accurate forecasts.

## **PART – C**

[20]

### **(Compulsory)**

- Q.1 Discuss the role of hypothesis testing in Business Forecasting. Provide an example scenario where hypothesis testing is used to validate a forecasting model.
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