

S.No. : 270

BBAP 3401

No. of Printed Pages : 03

Following Paper ID and Roll No. to be filled in your Answer Book.

PAPER ID : 37319

Roll
No.

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B. B. A. (P) Examination 2021-22

(Even Semester)

MANAGING FINANCE IN DIGITAL WORLD

Time : Three Hours]

[Maximum Marks : 60

Note :— Attempt all questions.

SECTION – A

1. Attempt all parts of the following :

$8 \times 1 = 8$

- (a) What is finance function?
- (b) What do you mean by data visualization?
- (c) Define data strategy.
- (d) What are the objectives of data planning?
- (e) Define financial reporting?
- (f) What is financial planning.

- (g) What is role of big data analytics and marketing?
- (h) What are the objectives of process management.

SECTION – B

2. Attempt any two parts of the following : $2 \times 6 = 12$

- (a) Explain the features of fourth industrial revolution.
- (b) What are the different ways in which data is used by the finance function. Explain.
- (c) What do you mean by financial reporting. Also explain the need of financial planning and analysis.
- (d) How the finance function interact with operations? Explain.

SECTION – C

Note:- Attempt all questions. Attempt any two parts from each questions. $8 \times 5 = 40$

3. (a) What are the different technologies that effect business and finance. Explain.
- (b) Describe the concept of artificial intelligence. What are the benefits of AI in the enterprise

- (c) What do you mean by process automation?
Explain its benefits.
- 4. (a) Explain the different data modelling techniques.
(b) Define data communication. What are its different components?
(c) Explain the uses of data extraction and data mining.
- 5. (a) Describe the evolution of finance function in digital era.
(b) What are the benefits of strategic partnering?
(c) Define strategic leadership. What are the components of strategic leadership?
- 6. (a) Explain the role of big data analytics in channel management and sales forecast.
(b) How finance function interact user IT. Explain.
(c) What do you mean by market segmentation. What is the need of interaction of finance function with sales and marketing.