

(6 pages)

Reg. No. :

Code No. : 10420 E Sub. Code : AMBA 54

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Fifth Semester

Business Administration – Core

INTRODUCTION TO BUSINESS ANALYTICS

(For those who joined in July 2020 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. _____ analytics provides insight into the past by describing or summarizing data.
- (a) Diagnostic (b) Predictive
- (c) Descriptive (d) Prescriptive

2. _____ using facts, metrics and data to guide strategic business decisions that aligns with your goals, objectives and initiatives.
- (a) Decision making process
- (b) Business analytics
- (c) Data analysis
- (d) Data-driven decision-making
3. _____ is the process of organizing data into categories that make it easy to retrieve, sort and store for future use.
- (a) Data visualization (b) Data classification
- (c) Data quality (d) Data coding
4. _____ is widely used today for protecting data in transit in a variety of applications such as data transfer on the Internet and on cellular phone networks.
- (a) Encryption
- (b) Data mining
- (c) Internet Security
- (d) Architectural security

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5. A subset of a sample space and probability is usually calculated with respect to an event is
(a) Sample space (b) Random experiment
(c) Event (d) Relative Frequency
6. _____ parameter defines the range of the continuous distribution.
(a) Scale (b) Shape
(c) Location (d) Interval
7. LP model is based on the assumptions of _____.
(a) Proportionality (b) Additivity
(c) Certainty (d) All of the above
8. The set of solutions to the problem that satisfies all the constraints is
(a) Binding constraints
(b) Non-binding constraint
(c) Slack variable
(d) Feasible region
9. The measurement of data, the collection of information, analysis and reporting of Internet data for the purposes of optimizing and understanding web usage is _____.
(a) Big data (b) Web analytics
(c) Social analytics (d) Data analytics

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10. _____ is the size of the data that an organization holds.
(a) Volume (b) Velocity
(c) Variety (d) Veracity

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) Explain the types of business analytics.
Or
(b) Discuss the steps of data driven decision making.
12. (a) Bring out the importance of Data quality.
Or
(b) Bring out the main part of the Histogram.
13. (a) Discuss the various terminologies in probability theory.
Or
(b) State the properties of Normal Distribution.

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14. (a) List some of prescriptive analytics problems.

Or

- (b) Explain the steps are used in graphical method.

15. (a) What is the financial analytics? State its importance.

Or

- (b) Discuss the need of social media analytics.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
Each answer should not exceed 600 words.

16. (a) Why is Predictive Analytics Important?

Or

- (b) Enumerate the framework for data-driven decision making.

17. (a) Discuss the various methods handling the missing data has been developed.

Or

- (b) Explain the various charts used in visualization of data.

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18. (a) Discuss the three axioms of probability.

Or

- (b) Briefly explain various forms of Binomial Distribution.

19. (a) Explain the Linear Programming Problem (Lpp) Terminologies.

Or

- (b) Discuss the steps in formulating a problem as Linear Programming Problem (LPP).

20. (a) Discuss the advantages and disadvantages of Marketing Analytics.

Or

- (b) Explain the Tools used in big data analytics.

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