Registration No :

Total Number of Pages : 02

MBA
18MBA302E

2nd Semester Regular / Back Examination: 2021-22
BUSINESS ANALYTICS
BRANCH(S): BA, GM, IB, MBA, MBA (M & F)
Time : 3 Hour
Max Marks : 100
Q.Code : OF472

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.
The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions : (2 x 10)

a) What do you mean by correlation? Mention any two uses of it?
b) What is the difference between Business Analytics and Business Analysis?
c) What is Time series analysis?
d) What do you mean by Measures of Central Tendency?
e) How can you load a .csv file in R?
f) What is Standard Deviation? List the merits and demerits.
g) What is the difference between an Array and a Matrix?
h) What are the data view and variable view in SPSS?
i) Name some of the most commonly used tools by Business Analysts.
j) What is a Feasibility Study?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

a) Explain data visualization. Explain the job responsibilities of BI analysts for creating data visualizations.
b) Differentiate between dashboards & scoreboards.
c) What are different types of charts? Explain any three with hypothetical examples.
d) Explain the purpose of performance measurement system and how organizations need to define key performance indicators (KPI)?
e) Explain the importance of data visualization techniques?
f) Explain the role of decision support system with its main components?
g) Discuss the importance of business analytics and mention its advantages and disadvantages.
h) Explain the functions of any three of the following functions used in SPSS; Recede, Crosstabs, Descriptive, Compute.
i) What is data storytelling and explain its important?
j) Explain the methods of classification in Organization of data with Example.
k) What is SPSS? What is the difference between R, Python and SPSS?
l) Can plots be exported as image files or other file formats in R? Explain briefly.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

Q3 Explain with examples from business organisations, how the customer experience helps in building an effective BI systems? **(16)**

Q4 What are the various domains where BI can be used and explain any three BI applications in industry. **(16)**

Q5 What is meant by Data? What are the sources data that can be fetched? Why Data warehousing is needed? What are the methods of collecting the data? **(16)**

Q6 A random sample of first - year students at a local community college were selected and a general survey that included a number of items was conducted. A series of questions results in self-esteem rating, and part of their official record includes their IQ. Give the procedure to calculate correlation coefficient for these two variables in SPSS. Using following table give the correlation coefficient between two variables and interpret the result **(16)**

Correlations

		Self esteem	IQ
Self esteem	Pearson Correlation	1	.599*
	Sig. (2-tailed)		.040
	N	12	12
IQ	Pearson Correlation	.599*	1
	Sig. (2-tailed)	.040	
	N	12	12

*. Correlation is significant at the 0.05 level (2-tailed)