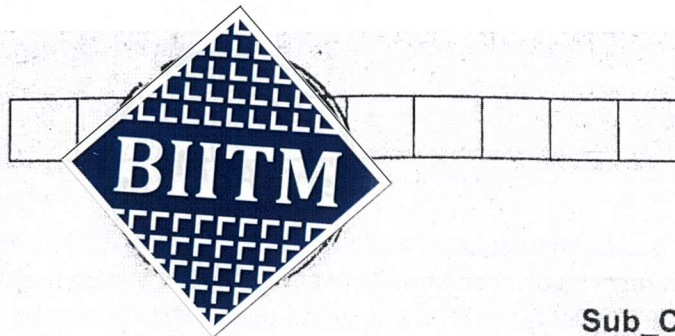


Registration No.:



Total Number of Pages: 02

Course: MBA
Sub_Code: 18MBA302E

2nd Semester Regular Examination: 2023-24

SUBJECT: Business Analytics

BRANCH(S): GM, MBA

Time: 3 Hour

Max Marks: 100

Q.Code: N543

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)

- Who is a Business Analyst? Define.
- What is Business Analytics and Optimization?
- What is R-Studio used for?
- How many data types are there? Explain.
- What are the different data structures in R? Briefly explain them.
- What are the tools used to address the business problems?
- Name some packages in R, which can be used for data imputation.
- Which locations are offered by Excel to open a file?
- What are the three types of frequency distributions? Explain.
- What is the role of data visualization in managerial decision-making?

Part-II

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

(6 x 8)

- Is Python better than R? Explain with reason.
- How can data be distributed? What is an example of a data distribution?
- What are the steps to build and evaluate a linear regression model in R?
- What is a Non-Parametric Test? Explain different types of Non-Parametric Tests.
- We know Python is all the rage these days. But to be truly accepting of a great technology, you must know its pitfalls as well. Explain.
- What is the main purpose of data validation? What is the importance of the validation rule?
- How to do regression with SPSS? How do you calculate correlation and regression in SPSS?
- What is data storytelling and visualization? What are the different steps to visual data storytelling?
- Explain the data slicing method. Which function is used for slicing the rows of a Data Frame?

- j) What is a rattle in R used for? What version of R works with rattle? Explain.
- k) Which regression technique is used in SPSS? Which regression model is most used?
- l) What are t-tests () in R? What is the use of With () and By () functions in R?

Part-III

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

- Q3 Can SPSS be used for confirmatory factor analysis? How do you report factor analysis results in SPSS? How do you interpret factor analysis? (16)
- Q4 What is Business Analytics and optimization? What are the three main components of Business Analysis? (16)
- Q5 "Analysis of qualitative data is best described as a progression, not a stage; an ongoing process, not a one-time event" - Discuss. Why and how are categorization and classification not seen separately in qualitative data analyses? (16)
- Q6 Compute Product Moment Correlation (r) and Rank Difference Correlation (p) between the following sets of scores: (16)
X: 50,42,51,26,35,42,60,41,70,55,62,38
Y: 62,40,61,35,30,52,68,51,84,63,72,80