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**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY
& MANAGEMENT STUDIES, BHUBANESWAR**

Semester : 3rd Sem. MBA

Batch : 2025-27

Subject : Data Mining for Business Decisions

Subject Code : MBPC3017

Date : 07.09.2026

Class Test : I

Duration : 1 Hr.

Full Marks : 30

Section-A

1. Answer any four out of following questions. [4 x 2 = 8]

- a) What is the need and scope of Data Mining in business decision-making? [CO1]
- b) Write the different data structures available in R. [CO2]
- c) What is the significance of data visualization in exploratory analytics? [CO2]
- d) What is correlation analysis? How is a correlation coefficient interpreted? [CO2]
- e) Define Artificial Neural Network (ANN)? Name its basic architectural components. [CO3]

Section-B

2. Answer any two questions out of following [2 x 6= 12]

- a) Discuss the value derived from Data Mining across different industries, with suitable examples. [CO1]
- b) Explain the concept and business interpretation of correlational analysis. How would you implement it using R/Rattle? [CO2]
- c) Explain the architecture of an Artificial Neural Network and its relevance to business prediction problems. [CO3]

Section-C

3. Answer any one out of following questions. [1 x 10= 10]

- a) What is Clustering? Explain the K-Means and Hierarchical Clustering techniques, describing all the steps involved in each, with a suitable business example. (CO3)
- b) Explain the complete Data Mining process (KDD) from data collection to deriving business value. Discuss how Exploratory Data Analytics, Correlational Analysis, and PCA support this process, illustrating with a business case. (CO2)

All the Best

**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY
& MANAGEMENT STUDIES, BHUBANESWAR****Semester : 3rd Sem. MBA****Batch : 2025-27****Subject : Managing Digital Innovation and Transformation****Subject Code : MBPC3018****Date : 09.09.2026****Class Test : I****Duration : 1 Hr.****Full Marks : 30****Section-A****1. Answer any four out of following questions.****[4 x 2 = 8]**

- a) Define digital innovation. [CO1]
- b) Identify two ways in which digital technology can benefit small-scale organizations. [CO1]
- c) What is Non-Fungible Token (NFT)? [CO1]
- d) Outline the role of digital disruption in the growth of information systems. [CO1]
- e) Describe briefly the meaning of an adapted value proposition in digital transformation. [CO1]

Section-B**2. Answer any two questions out of following****[2 x 6= 12]**

- a) Explain digital economy and its major IT characteristics with suitable examples. [CO1]
- b) Illustrate the relationship between technology choice and competitive advantage with suitable examples. [CO1]
- c) Discuss the major emerging technology developments and trends experienced by common consumers in recent years. [CO1]

Section-C**3. Answer any one out of following questions.****[1 x 10= 10]**

- a) Analyze how digital transformation is reshaping modern retailing and creating new business opportunities. Support your answer with suitable examples or real-world situations. [CO1]
- b) Evaluate the Technology S-Curve and its implications for innovation strategies at different stages of technological development. [CO1]

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**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY
& MANAGEMENT STUDIES, BHUBANESWAR**

Semester : 3rd Sem. MBA

Batch : 2025-27

Subject : E-Commerce and Digital Markets

Subject Code : MBPC3019

Date : 08.09.2026

Class Test : I

Duration : 1 Hr.

Full Marks : 30

Section-A

1. Answer any four out of following questions. [4 x 2 = 8]
- a) Define E-commerce and list two of its key elements. [CO1]
 - b) Differentiate between B2B and B2C models. [CO1]
 - c) State any two advantages of E-commerce. [CO1]
 - d) What is meant by the Direct-to-Consumer (D2C) model? [CO1]
 - e) Explain the concept of "Bricks and Mortar vs Clicks and Mortar" with one example. [CO-1]

Section-B

2. Answer any two questions out of following. [2 x 6= 12]
- a) Explain the differences between Traditional Business and E-Business with suitable examples. [CO1]
 - b) Describe the various types of E-business models with examples. [CO1]
 - c) Discuss the major social and behavioral issues associated with E-Business. [CO1]

Section-C

3. Answer any one out of following questions. [1 x 10= 10]
- a) Discuss the advantages and limitations of E-commerce with examples. [CO1]
 - b) What is an E-Business Plan? Explain the steps involved in creating one. [CO1]

All the Best

