PAPER ID-410091

Subject Code: KMBNIT01

Roll No: | | | | | | | | | | | | | |

**MBA**

**(SEM III) THEORY EXAMINATION 2021-22**

**DATA ANALYTICS FOR BUSINESS DECISIONS**

***Time: 3 Hours*** ***Total Marks: 100***

**Note: 1.** Attempt all Sections. If require any missing data; then choose suitably.

## SECTION A

**1. Attempt *all* questions in brief.**

| Qno. | Question | Marks | CO |
|---|---|---|---|
| a. | Define data engineer. | 2 | 1 |
| b. | Define data. | 2 | 1 |
| c. | What do you understand by data cleaning? | 2 | 2 |
| d. | What is data collection? | 2 | 2 |
| e. | What is data science? | 2 | 3 |
| f. | What do you mean by deployment? | 2 | 3 |
| g. | What is R? | 2 | 4 |
| h. | What does data export mean? | 2 | 4 |
| i. | What is business analysis? | 2 | 5 |
| j. | What are the three pillars of data analytics? | 2 | 5 |

## SECTION B

**2. Attempt any *three* of the following:**

| | | | |
|---|---|---|---|
| a. | Who is data analyst, data engineer and data scientist? Explain skills set require in all of them. | 10 | 1 |
| b. | What is big data? Describe the main features of big data. | 10 | 2 |
| c. | What is data science life cycle? Explain. | 10 | 3 |
| d. | What is variable? Explain various types of data type available in R language. | 10 | 4 |
| e. | What is retail analytics? Why is analytics important in retail? | 10 | 5 |

## SECTION C

**3. Attempt any *one* part of the following:**

| | | | |
|---|---|---|---|
| a. | Explain the roles and responsibilities of data scientists. | 10 | 1 |
| b. | Discuss the applications that built on the concept of data science. | 10 | 1 |

**4. Attempt any *one* part of the following:**

| | | | |
|---|---|---|---|
| a. | What is noisy data? How to handle noisy data? | 10 | 2 |
| b. | What is data quality and why does it matters? | 10 | 2 |

**5. Attempt any *one* part of the following:**

| | | | |
|---|---|---|---|
| a. | What is data acquisition? Explain different types of data acquisition. | 10 | 3 |
| b. | What is data preparation? Discuss the process of data preparation. | 10 | 3 |

**6. Attempt any *one* part of the following:**

| | | | |
|---|---|---|---|
| a. | How do you do analytics on unstructured data? Explain. | 10 | 4 |
| b. | What is exploratory data analysis? Why exploratory data analysis is important in data science. | 10 | 4 |

**7. Attempt any *one* part of the following:**

| | | | |
|---|---|---|---|
| a. | How marketing uses analytics to solve problem. | 10 | 5 |
| b. | What are the various skills you should have by business analyst? | 10 | 5 |

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