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Sub Code: KMBNIT01

Paper Id: 232334

Roll No. | | | | | | | | | | |

MBA
(SEM III) THEORY EXAMINATION 2022-23
DATA ANALYTICS FOR BSUINESS DECISIONS

Time: 3 Hours *Total Marks: 100*

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

SECTION A

1. **Attempt *all* questions in brief.** 2 x 10 = 20

(a) What is data analytics?
(b) What are the responsibilities of a data analyst?
(c) Brief about data quality.
(d) What is considered noise in data?
(e) Define data modeling.
(f) Brief about data acquisition.
(g) What do you mean by bar charts with multiple responses?
(h) Define structured data.
(i) What is data visualization?
(j) Define marketing analytics.

SECTION B

2. **Attempt any *three* of the following:** 10 x 3 = 30

(a) Summarize the historical overview of data analysis.
(b) Explain the steps involved in the process of data preparation.
(c) Explain phases of data science project life cycle.
(d) Explain steps of data import and export in R studio.
(e) How marketing analytics helps in decision making? Explain.

SECTION C

3. **Attempt any *one* part of the following:** 10 x 1 = 10

(a) Discuss roles and responsibility of data scientist.
(b) What is data science? Discuss applications for data science.

4. **Attempt any *one* part of the following:** 10 x 1 = 10

(a) Explain the process of data collection.
(b) Explain binning method with suitable examples.

5. **Attempt any *one* part of the following:** 10 x 1 = 10

(a) Discuss evaluation and interpretation phase.
(b) Discuss different types of operations carried out during data science project life cycle.

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6. **Attempt any *one* part of the following:** **10 x 1 = 10**

(a) Discuss the type of data visualized using column chart with 45°labeling. Also give process for visualization.

(b) Why is it necessary for visualization before analysis? Explain it with suitable example.

7. **Attempt any *one* part of the following:** **10 x 1 = 10**

(a) Discuss dimensions of data analytics in Supply Chain Management.

(b) How business analysis is applicable in healthcare analytics? Explain with suitable examples.

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