Subject Code: KMBN1T01

PAPER ID-311253

Roll No: [ ]

MBA
(SEM III) THEORY EXAMINATION 2023-24
DATA ANALYTICS FOR BUSINESS DECISIONS

TIME: 3HRS **M.MARKS: 100**

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

SECTION A

1. Attempt *all* questions in brief.

Q no.	Question	Marks	CO
a.	What is business analytics?	2	1
b.	Explain data science.	2	1
c.	What do you mean by noisy data?	2	2
d.	Define outliers.	2	2
e.	Define data modeling.	2	3
f.	Explain about data acquisition.	2	3
g.	Explain data import.	2	4
h.	Expand data export.	2	4
i.	Define healthcare analytics.	2	5
j.	What is data visualization	2	5

SECTION B

2. Attempt any *three* of the following:

a.	Explain the role of data engineer in business analytics.	10	1
b.	Describe data collection? What are the different sources of data collection.	10	2
c.	Explain phases of data science project life cycle.	10	3
d.	Explain the term descriptive statistics in detail.	10	4
e.	Discuss the applications of business analysis in retail analytics	10	5

SECTION C

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

a.	Explain different applications of data science.	10	1
b.	What are the different roles and responsibilities of business analysts.	10	1

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

a.	Explain methods to deal with noisy data.	10	2
b.	What are the different sources of big data? Explain.	10	2

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

a.	Discuss evaluation and interpretation phase in detail.	10	3
b.	Discuss business requirement and data acquisition phase.	10	3

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

a.	Explain different analytics methods used for unstructured data.	10	4
b	Explain exploratory data analysis in detail.	10	4

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

a	Explain briefly the applications of business analysis in market analytics.	10	5
b	Discuss the applications of business analysis in supply chain analytics	10	5

https://www.aktuonline.com