

31/5/24

Course code- BAC252
Course Title-Business Analytics (BBA-4th Semester)
MM: 50

Section A-“Multiple choice question each question carries 2 mark “(10*2=20)

1. Which of the following techniques is commonly used in predictive analytics?
 - a) Regression analysis
 - b) Data aggregation
 - c) Data visualization
 - d) Data interpretation
2. What type of data is primarily used in descriptive analytics?
 - a) Historical data
 - b) Real-time data
 - c) Synthetic data
 - d) Predictive data
3. In the context of data visualization, what does a "heatmap" typically represent?
 - a) The relationship between two variables
 - b) The intensity of data points in a dataset
 - c) The flow of data through a process
 - d) The sequence of events over time
4. Which of the following is a common tool used for data aggregation?
 - a) SQL
 - b) Tableau
 - c) Python
 - d) Microsoft Excel
5. What is a key benefit of using prescriptive analytics in business decision-making?
 - a) It helps visualize data trends.
 - b) It predicts future outcomes.
 - c) It identifies the best course of action.
 - d) It explains past performance.
6. Which of the following is NOT typically a function of business intelligence (BI) tools?
 - a) Real-time data monitoring
 - b) Predictive modeling
 - c) Data warehousing
 - d) Data transformation
7. In business analytics, what is "data mining" primarily used for?
 - a) Collecting large volumes of raw data
 - b) Extracting patterns and knowledge from large datasets
 - c) Visualizing data in meaningful ways
 - d) Ensuring data quality and accuracy
8. What is the main purpose of a dashboard in business analytics?

- a) To store data
- b) To clean and preprocess data
- c) To display key metrics and trends in an accessible format
- d) To perform complex statistical analyses

9 In the context of business analytics, what is an "outlier"?

- a) A central tendency measure
- b) A data point significantly different from other observations
- c) A common data trend
- d) A predictive model outcome

10. What does "ETL" stand for in the context of data processing?

- a) Evaluate, Transform, Load
- b) Extract, Transform, Load
- c) Extract, Transfer, Load
- d) Evaluate, Transfer, Load

Section B attempt any three (5*3=15 marks)

1. Define business analytics and explain its significance in modern business operations.(5marks)
2. How does descriptive analytics differ from predictive analytics? Provide examples of each (5 marks)
3. What is data visualization and advantage of data visualization also mention the different techniques of the data visualization. (5 marks)
4. How do you see yourself fit for the role of business analyst in our company? (5 marks)

Section C attempt any Two (7.5*2= 15)

1. Describe the concept of prescriptive analytics. Provide examples of how prescriptive analytics can be applied to optimize business processes or strategies. (10 marks)
2. Describe different types of analytics and the application of different analytics in the business world. (10 marks)
3. Explain difference between data mining and data visualization. Explain examples of data mining and data visualisation to justify your answers. (10 marks)

