

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION MO/2023)

CLASS: BBA
BRANCH: BBA

SEMESTER : V
SESSION : MO/2023

SUBJECT: MT314 INTRODUCTION TO BUSINESS ANALYTICS

TIME: 02 Hours

FULL MARKS: 25

INSTRUCTIONS:

1. The question paper contains 5 questions each of 5 marks and total 25 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Tables/Data handbook/Graph paper etc., if applicable, will be supplied to the candidates
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			CO	BL
Q.1(a)	Define the term 'Big Data' & 'Big Data Analytics'.	[2]	CO1	BL1
Q.1(b)	Briefly discuss the importance of Business Analytics for modern day businesses.	[3]	CO1	BL2
Q.2(a)	What is meant by Predictive Analytics? Give examples.	[2]	CO1	BL1
Q.2(b)	How has business analytics emerged as a tool for competitive advantage? Explain with examples.	[3]	CO1	BL3
Q.3(a)	Discuss the role of Data Warehouses & Data Mining in context of Big Data Analytics.	[2]	CO1	BL1
Q.3(b)	Explain the concept of Time series data, text data & geospatial data with suitable examples.	[3]	CO1	BL4
Q.4(a)	What is meant by Centralized & Decentralized Structures in context of Business Analytics?	[2]	CO2	BL1
Q.4(b)	Discuss some of the key challenges/issues faced by management in context of business analytics.	[3]	CO2	BL3
Q.5(a)	Briefly discuss the concept and importance of descriptive analytics with examples.	[2]	CO3	BL1
Q.5(b)	Give a brief overview of the measures of central tendency.	[3]	CO3	BL4

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