

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)**

**CLASS: BBA
BRANCH: MANAGEMENT**

**SEMESTER: III
SESSION : MO/2024**

SUBJECT: MN205 INTRODUCTION TO BUSINESS ANALYTICS

TIME: 3 Hours

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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		CO	BL
Q.1(a)	Describe about the different types of Business Analytics.	[5]	1
Q.1(b)	Illustrate with suitable example about the business growth with data analysis.	[5]	3
Q.2(a)	Recommend about addressing the business problems.	[5]	2
Q.2(b)	Explain the importance of data optimization.	[5]	2
Q.3(a)	Assess the relevance of data literacy in analytics.	[5]	5
Q.3(b)	Analyze the following data set on their mean, median and mode: 20, 14, 20, 13, 15, 20, 22, 16, 16, 18, 16, 14, 12, 16, 18	[5]	4
Q.4(a)	Demonstrate the significance of NumPy in data analytics using suitable example.	[5]	3
Q.4(b)	Outline the role of any language (Python/R) in making actionable insights using analytics.	[5]	4
Q.5(a)	Relate the necessity of Natural language Processing in analytics.	[5]	5
Q.5(b)	Compare and contrast between Tableau and Power BI.	[5]	4

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