

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI  
(MID SEMESTER EXAMINATION MO/2024)**

**CLASS: BBA  
BRANCH: MANAGEMENT**

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

**SUBJECT: MN205 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)	Explain Business Analytics with a suitable example.	[2]	1
Q.1(b)	Demonstrate the Business Analytics process used in industry.	[3]	1
Q.2(a)	Analyze the role of any two programming languages in Business Analytics.	[2]	2
Q.2(b)	Outline the key benefits of Business Analytics.	[3]	4
Q.3(a)	Illustrate data exploration.	[2]	1
Q.3(b)	Discuss the significance of Business Analytics in prediction with data.	[3]	2
Q.4(a)	Analyze with suitable example about addressing a business problem.	[2]	4
Q.4(b)	Describe the significance of data driven decisions.	[3]	2
Q.5(a)	Define data literacy.	[2]	1
Q.5(b)	Evaluate the mean, median and mode of the following data set: 63, 59, 31, 54, 66, 51, 61, 66, 37, 66, 53, 50	[3]	5

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