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

CLASS:    BBA                                                           SEMESTER : V
BRANCH:   BBA                                                           SESSION : MO/2024

**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)  | Describe the three steps of the business analytics process.                          | [2] | 1  | 2  |
| Q.1(b)  | Explain the relationship of the business analytics process with the organization decision-making process. | [3] | 1  | 3  |
| Q.2(a)  | Discuss Importance of new source of data.                                            | [2] | 1  | 2  |
| Q.2(b)  | Discuss Strategic benefits of Business Analytics.                                    | [3] | 1  | 3  |
| Q.3(a)  | Explain the categorization of data in terms of sources.                              | [2] | 2  | 2  |
| Q.3(b)  | Explain what skills business analytics personnel should possess and why.             | [3] | 2  | 2  |
| Q.4(a)  | Write some of the benefits of Data Visualization tools.                              | [2] | 3  | 2  |
| Q.4(b)  | How do you Align Resources to Support Business Analytics within an Organization?      | [3] | 2  | 4  |

Q.5(a)  Supertronic motors have published month-wise sales data in Gujarat.      [2]   3   3

| Jan | Feb | March | April | May | June | July | August | Sept | Oct |
|-----|-----|-------|-------|-----|------|------|--------|------|-----|
| 112 | 118 | 132   | 129   | 121 | 135  | 148  | 148    | 136  | 119 |

Calculate mean, median, and mode of above data.

Q.5(b)  Supertronic motors have published month-wise sales data in Gujarat.      [3]   3   3

| Jan | Feb | March | April | May | June | July | August | Sept | Oct |
|-----|-----|-------|-------|-----|------|------|--------|------|-----|
| 112 | 118 | 132   | 129   | 121 | 135  | 148  | 148    | 136  | 119 |

Calculate range, variance, standard deviation, and coefficient of variance of above data.

**::::::26/09/2024::::::M**