

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

**CLASS: BBA/IMBA  
BRANCH: MANAGEMENT**

**SEMESTER : III/ADD  
SESSION : MO/2025**

**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 handbook/Graph paper etc. to be supplied to the candidates in the examination hall.
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Q.1(a)	Define Business Analytics and discuss its key components and various types. Elaborate on how it enables organizations to make informed, data-driven decisions.	[5] 1	2,4
Q.1(b)	"Business Analytics should not exist in a vacuum; it must be aligned with overall business strategy." Elaborate on this statement.	[5] 1	5
Q.2(a)	Discuss the importance of problem identification as the first step in analytics. Explain how poorly defined business problems can lead to incorrect analysis and wrong decisions.	[5] 2	3,5
Q.2(b)	Explain the role of "Prediction with data" in the decision-making process.	[5] 2	5
Q.3(a)	Explain the meaning of data literacy in detail. Discuss why data literacy has become essential for managers, employees, and organisations in the current business environment.	[5] 3	2,3
Q.3(b)	Explain the concept of data-driven decision-making. Discuss how businesses use data to reduce risk, increase efficiency, improve customer experience, and strengthen strategy.	[5] 3	2,3
Q.4(a)	Why has a language like Python become a fundamental tool in business analytics, compared to relying solely on spreadsheet software? Discuss at least three capabilities that Python provides which are critical for modern data analysis.	[5] 4	5,3
Q.4(b)	Explain the purpose and primary function of the main Python libraries in the context of business analytics.	[5] 4	2
Q.5(a)	Explore the business value of using Natural Language Processing to analyze unstructured data, such as customer reviews and support tickets, in today's business environment.	[5] 5	5
Q.5(b)	Compare and contrast Power BI and Tableau as leading Business Intelligence platforms.	[5] 5	4

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