

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

CLASS: BBA/IMBA  
BRANCH: BBA/IMBA

SEMESTER : III  
SESSION : MO/2025

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
- 

		CO	BL
Q.1(a)	What do understand by Business Analytics. Explain with example.	[2] 1	1
Q.1(b)	What are different analytics processes? Explain any one of them.	[3] 1	2
Q.2(a)	Differentiate between Data and Information.	[2] 2	1
Q.2(b)	What are different varieties of data? Highlight the attributes of any one of them.	[3] 2	2
Q.3(a)	What are the components to define a problem? Explain them.	[2] 1,2	2
Q.3(b)	How do we analyze business problems using data.	[3] 2	2
Q.4	What are different components of Analytics Ecosystem? Elaborate them	[5] 2	3
Q.5	What is optimization. With the help of Genetic Algorithm optimize the randomly selected 5 data, where data allowed to vary from 0 to 31 and fitness function is $x^2$ .	[5] 3	3

:::::23/09/2025 :::::E