

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

**CLASS: BBA  
BRANCH: MANAGEMENT**

**SEMESTER : VI  
SESSION : SP/2024**

**SUBJECT: MT314 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)	Discuss the different types of business analytics. Also discuss the relationship of BA process and organization decision making process.	[2+3]	1	2
Q.1(b)	Why BA is important? Discuss the various strategies for competitive advantages.	[3+2]	1	2
Q.2(a)	Categorize the data for business analytics with suitable examples.	[5]	2	2
Q.2(b)	How do we align resources to support business analytics? Discuss in detail.	[5]	2	4
Q.3(a)	Discuss the various types of descriptive methods and their applications and importance in business analytics.	[5]	3	3
Q.3(b)	Discuss any five types of data visualization methods and their applications and importance in business analytics.	[5]	3	3
Q.4(a)	Compare and contrast between logic-driven models and data-driven models. Also discuss various data mining methodologies.	[5]	4	4
Q.4(b)	Compare and contrast K-means clustering algorithm and K-nearest neighbor classification algorithm.	[5]	4	4
Q.5(a)	Compare and contrast between payoff table and influence diagram.	[5]	5	4
Q.5(b)	Explain two-person zero-sum game. Solve the game for the following payoff table.	[2+3]	5	3

		Player B Strategies			
		I	II	III	IV
Player A Strategies	1	1	-6	8	4
	2	3	-7	2	-8
	3	5	-5	-1	0
	4	3	-4	5	7

:::02/05/2024 M:::