CLASS: BBA   SEMESTER : VI
BRANCH: MANAGEMENT   SESSION : SP/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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Q.1(a)	Discuss the different types of business analytics.	[2]	1	2
Q.1(b)	Discuss the different types of data commonly used for business analytics.	[3]	1	2
Q.2(a)	Give your comments on the relationship of business analytics process and organization decision making process.	[2]	1	4
Q.2(b)	Discuss the role of new sources of data in business analytics.	[3]	1	4
Q.3(a)	Discuss various important resources to support business analytics.	[2]	2	4
Q.3(b)	Discuss various data issues that commonly arise in business analytics.	[3]	2	4
Q.4(a)	Discuss the common errors in the data used for business analytics.	[2]	2	2
Q.4(b)	How do we align resources to support business analytics within an organization? Discuss.	[3]	2	4
Q.5(a)	Mr. X spends ₹ 1000 for apples costing ₹ 25 per kilogram and another ₹ 1000 for apples costing ₹ 20 per kilogram. What is the average prince of apples per kilogram?	[2]	2	5
Q.5(b)	Under what circumstances would it be appropriate to use Arithmetic mean, Median, or Mode? Discuss.	[3]	2	5

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