

FACULTY OF COMMERCE & BUSINESS MANAGEMENT

BBA (Gen/Comp. Applns.) CBCS II-Year (IV -Semester) Regular & Backlog Examinations, June/July-23
Business Analytics

Time: 3 Hours

Max Marks: 80

SECTION-A

(5×4=20 Marks)

Answer any Five questions from the following

1. Types of Data.
2. Central tendency.
3. Regression.
4. Decision analysis.
5. R packages.
6. Big Data.
7. Data mining.
8. Association.

SECTION-B

(5×12=60 Marks)

Answer all the following questions

9. (a) What do you mean by business analytics? Describe different categories of business analytics methods.
(OR)
(b) Describe the benefits and importance of big data. What are the real time big data tools available?
10. (a) What is covariance? Discuss the steps to find covariance.
(OR)
(b) Define the charts. Explain the different types of charts available in MS Excel.
11. (a) Describe the forecasting. Explain the different types of forecasting techniques.
(OR)
(b) What is classification? Discuss the different types of forecasting techniques.
12. (a) Explain the linear optimization with suitable example.
(OR)
(b) Discuss cutting plane algorithm.
13. (a) Describe data reading and writing in R.
(OR)
(b) What is function? Explain about any 5 in-built functions in R.