

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SET A**

**SCHOOL OF MANAGEMENT  
END TERM EXAMINATION - JAN 2024**

**Semester :** Semester V - 2021

**Course Code :** MBA2001

**Course Name :** Essentials of Business Analytics

**Program :** BBA

**Date :** 05-JAN-2024

**Time :** 1:00 PM - 4:00 PM

**Max Marks :** 100

**Weightage :** 50%

**Instructions:**

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

**PART A**

**ANSWER ALL THE QUESTIONS**

**5 X 2M = 10M**

1. List the sources of data for Business Analytics.  
(CO1) [Knowledge]
2. List five functions of data classification  
(CO2) [Knowledge]
3. List the benefits of using a dashboard  
(CO3) [Knowledge]
4. Define regression analysis  
(CO4) [Knowledge]
5. Describe the practice of competition intelligence  
(CO5) [Knowledge]

**PART B**

**ANSWER ALL THE QUESTIONS**

**5 X 10M = 50M**

6. Classify the components of Business Analytics  
(CO1) [Comprehension]
7. Companies receive data in larger volume, it is important that the collected data should be further classified based on its nature and usability. Differentiate structured data from unstructured data.  
(CO2) [Comprehension]
8. Explain the types of descriptive statistics with example  
(CO3) [Comprehension]

9. Summarize data mining techniques

(CO4) [Comprehension]

10. Describe each of the practices mentioned below with its applicability from organization perspective

- Web analytics
- Website content
- Web content data
- Web structure data
- Web mining

(CO5) [Comprehension]

### **PART C**

**ANSWER ALL THE QUESTIONS**

**2 X 20M = 40M**

11. Classify the recent trends in Business analytics and its applicability based on the nature of business

(CO2,CO5) [Application]

12. Illustrate the practice of text mining and steps involved in the process of text mining

(CO5,CO3) [Application]