

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MANAGEMENT
MID TERM EXAMINATION - OCT 2023**

Semester : Semester V - 2021

Course Code : MBA2001

Course Name : Sem V - MBA2001 - Essentials of Business Analytics

Program : BBA

Date : 31-OCT-2023

Time : 2:00PM - 3:30PM

Max Marks : 50

Weightage : 25%

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 2 = 10M)

1. List the sources of data for Business Analytics.
(CO1) [Knowledge]
2. Define predictive Analytics with an example.
(CO1) [Knowledge]
3. Identify significance of engaging in diagnostics analytics.
(CO1,CO2) [Knowledge]
4. Describe the practice of data management.
(CO2) [Knowledge]
5. List the significance of data classification.
(CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(2 X 10 = 20M)

6. Describe the types of Business Analytics with an example.
(CO1) [Application]
7. Explain the types of data Management.
(CO2) [Application]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

8. Illustrate data classification process with an example.

(CO1,CO2) [Application]