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PRESIDENCY UNIVERSITY BENGALURU

**SET-B**

SCHOOL OF MANAGEMENT

**END TERM EXAMINATION – MAY/JUNE 2024**

**Semester :** Semester II - 2023 - 24

**Course Code :** BBB2001

**Course Name :** - Essentials of Business Analytics

**Program :** BBA

**Date :** June 18, 2024

**Time :** 9:30 AM - 12:30 PM

**Max Marks :** 100

**Weightage :** 50%

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Question paper consists of 3 parts.*
3. *Scientific and non-programmable calculator are permitted.*
4. *Do not write any information on the question paper other than Roll Number.*

**PART - A**

**ANSWER ANY 5 QUESTIONS 5 X 2 = 10M**

* 1. List the sources of data for business analytics.
  2. Define business analytics with a suitable example.
  3. Describe the practices of data classification.
  4. List the examples of dark side of data.
  5. Define data visualization with a suitable example.
  6. Describe data mining with a suitable example.
  7. Outline text mining with a suitable example.

(CO1) [Knowledge] (CO1) [Knowledge] (CO2) [Knowledge] (CO2) [Knowledge]

(CO3) [Knowledge]

(CO4) [Knowledge] (CO5) [Knowledge]

**PART - B**

**ANSWER ANY 5 QUESTIONS 5 X 10 = 50M**

* 1. The quality of data is an important aspect of business analytics since it influences the quality and accuracy of the output created after data analysis. Summarize the significance of data quality in business analytics.

(CO1) [Comprehension]

* 1. Differentiate between the descriptive, diagnostic, predictive and prescriptive analytics with a suitable illustration
  2. Summarize the types of data management practice
  3. Explain the components of business analytics with example
  4. Describe the advantages of using dashboards in business analytics.
  5. Summarise the data mining techniques with a suitable example.
  6. Explain the process and applications of text mining with a suitable example.

(CO1) [Comprehension] (CO2) [Comprehension] (CO2) [Comprehension] (CO3) [Comprehension] (CO4) [Comprehension] (CO5) [Comprehension]

**PART - C**

**ANSWER ANY 2 QUESTIONS 2 X 20 = 40M**

* 1. XYZ Corporation, a worldwide manufacturing corporation, is committed to incorporating sustainability into its operations and helping to accomplish the United Nations Sustainable Development Goals (SDGs). Manufacturing, supply chain management, and community development are some areas in which the organization operates. In this context,
     1. As a business analytics consultant, you have been hired by XYZ Corporation to help them leverage data analytics to achieve sustainability. Interpret your answers that the firm supports SDG practices.
     2. Prepare a comprehensive business analytics strategy tailored to XYZ company objectives and outline how it can be applied to address one or more SDGs.

(CO1) [Application]

* 1. Data and information play an important role in organization decision-making, hence data scientists play a critical role in the success of business analytics practices in a company. Illustrate the role of Data Scientist in a business.

(CO2) [Application]

* 1. Michel is a data scientist who works for a retail chain with stores in various locations. The company aims to improve its marketing strategies by better understanding its customer base through data mining techniques. In this context, interpret your answer about how data mining techniques help firms enhance operational performance

(CO5) [Application]