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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Make-Up Examinations, July 2024**

**Semester** : II

**Course Code**: BBB 2001

**Course Name**: Essentials of Business Analytics

**Program** : BBA

**Date**: 01 July 2024

**Time**: 9.30 am -12.30 pm

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any FIVE Questions. (5 Q x 2 M = 10 M)**

1.Define descriptive analytics with a suitable example. (C.O.No.1) [KNOWLEDGE]

2. Compare and contrast predictive and prescriptive analytics. (C.O.No.1) [KNOWLEDGE]

3. Outline the various sources of data. (C.O.No.2) [KNOWLEDGE]

4. Define dashboard. (C.O.No.3) [KNOWLEDGE]

5.List the two types of regression. (C.O.No.4) [KNOWLEDGE]

6.Label the importance of data mining. (C.O.No.4) [KNOWLEDGE]

7. Define artificial intelligence with a suitable example. (C.O.No.5) [KNOWLEDGE]

**Part B**

**Answer any FIVE Questions. (5 Q x 10 M = 50 M)**

8. Describe the importance of diagnostic and predictive analytics in the firms to make better decisions with a suitable example. (C.O.No.1) [UNDERSTAND]

9. How can firms capable of handling data to enhance operational efficiency and decision-making processes? Interpret it your answer. (C.O.No.2) [UNDERSTAND

10. Compare and contrast structure and unstructured data. (C.O.No.2) [UNDERSTAND]

11.Explain the importance and applications of dashboard. (C.O.No.3) [UNDERSTAND]

12. Describe the data mining approach and its process with a suitable example.

(C.O.No.4) [UNDERSTAND]

13.Explain the importance of artificial intelligence in the marketing sectors.

(C.O.No.5) [UNDERSTAND]

14. Describe the process and applications of text mining with a suitable example.

(C.O.No.5) [UNDERSTAND]

**Part C**

**Answer any TWO Questions. (2 Q x 20 M = 40 M)**

15. Nike, a global known brand just launched a social media campaign using digital avatars in metaverse form to market its new product. However, the initial sales results are lower than predicted. How would you use analytics to evaluate campaign performance and find areas for improvement? Interpret it. (C.O.No.1) [APPLICATION]

16. Data and information play a crucial role in the companies’ decision-making; hence data scientists play a main role in the success of business analytics practices in a company. Illustrate the role of Data Scientist in a business to achieve the success. (C.O.No.2) [APPLICATION]

17. Ms.Tina is a data scientist who works for a FMCG firm 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. (C.O.No.5) [APPLICATION]