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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Make-Up Examinations, July 2024**

**Semester**: V

**Course Code**: MBA2001

**Course Name**: Essentials of Business Analytics

**Program:** BBA

**Date**: 03 / July / 2024

**Time**: 9:30 AM to 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 Programmable 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 Business Analytics (C.O.No.1) [Knowledge]

2. Identify the sources of data for Business Analytics (C.O.No.2) [Knowledge]

3. List three techniques of dealing with missing data (C.O.No.3) [Knowledge]

4. Define Big data (C.O.No.3) [Knowledge]

5. List the merits of data classification (C.O.No.4) [Knowledge]

6. Define Predictive Analytics (C.O.No.4) [Knowledge]

7. Outline the three V of Big Data (C.O.No.5) [Knowledge]

**Part B**

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

8. Explain the components of Business Analytics. (C.O.No.1) [Comprehension]

9. Summarize the levels of Business Analytics (C.O.No.2) [Comprehension]

10.Describe the functions of data classification. (C.O.No.3) [Comprehension]

11.Differentiate structured data from unstructured data. (C.O.No.3) [Comprehension]

12. Explain recent trends in Business Analytics (C.O.No.2) [Comprehension]

13. Explain the importance of data quality (C.O.No.4) [Comprehension]

14. Summarize the types of data management (C.O.No.4) [Comprehension]

**Part C**

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

15. Illustrate data classification process with an example (C.O.No. 3) [Application]

16. Data, information plays an important role in organization decision making, hence data scientist play a critical role in success of business analytics practice in a company. Illustrate the role of Data Scientist to a Business (C.O.No.5) [Application]

17. Illustrate the steps in preparation of dashboard. (C.O.No.5) [Application]