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PRESIDENCY UNIVERSITY BENGALURU

**SET-A**

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. Define the prescriptive analytics with a suitable example
  2. Identify the importance of implementing diagnostic analytics
  3. Define data mining
  4. Describe the practice of data management
  5. Define dashboard with a suitable example.

(CO1) [Knowledge]

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

(CO3) [Knowledge]

* 1. List the types of regression analysis used in sales forecasting to understand the relationship between the variables in Walmart Company.
  2. Define artificial intelligence with a suitable example.

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

**PART - B**

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

* 1. Explain the role of data scientists in business firms to achieve competitive advantage through new product development and innovation

(CO1) [Comprehension]

* 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.
  2. Differentiate between structured and unstructured data

(CO1) [Comprehension]

(CO2) [Comprehension]

* 1. Big data is an important component of present-day marketing strategies, allowing organizations to understand customer behavior, personalize experiences, and optimize efforts. In this context, explain how firms use big data to personalize marketing messages or services for various customer segments
  2. Explain the importance and applications of data visualization.
  3. Describe the process of data exploration in data mining.

(CO2) [Comprehension]

(CO3) [Comprehension]

(CO4) [Comprehension]

* 1. Explain each of the terms mentioned below with their applicability from an organization context:

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

(CO5) [Comprehension]

**PART - C**

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

* 1. XYZ Corporation just launched a social media campaign 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.

(CO1) [Application]

* 1. How can firms successfully handle data to increase operational efficiency and decision-making processes? Interpret it your answer
  2. Illustrate the practice of text mining and outline the steps involved in the process.

(CO2) [Application] (CO5) [Application]