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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Summer Term End Term Examinations, August 2024**

**Winter Semester**: 2023 - 24

**Course Code**: BBB3030

**Course Name**: Application of Business Analytics

**Program & Sem**: BBA & V

**Date**: 5th / August / 2024

**Time**: 1:00 TO 4:00 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 Artificial Intelligence (C.O.No.1) [Remember]

2. Describe Machine Intelligence (C.O.No.1) [Remember]

3. State the concept of text mining (C.O.No.2) [Remember]

4. List the benefits of location Analytics (C.O.No.2) [Remember]

5. Describe E Commerce (C.O.No.3) [Remember]

6. List the types of web usage mining (C.O.No.4) [Remember]

7. Describe the concept of Intelligent Agent (C.O.No.5) [Remember]

**Part B**

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

8. Describe the role of AI in Business (C.O.No.1) [Understand]

9. Summarize the sources of information for Competitive Intelligence (C.O.No.2) [Understand]

10. Explain the areas of text mining (C.O.No.3) [Understand]

11. Describe Ethical considerations in Business Analytics (C.O.No.4) [Understand]

12. Summarize the concept of E Commerce (C.O.No.4) [Understand]

13. Explain the Role of Intelligent Agent in Business (C.O.No.5) [Understand]

14. Explain the process of data classification (C.O.No.5) [Understand]

**Part C**

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

15. Illustrate the process of text mining (C.O.No.4) [Apply]

16. Classify recent trends in Business Analytics (C.O.No.5) [Apply]

17. Illustrate the purpose of Data Classification (C.O.No.5) [Apply]