END TERM EXAMINATION

FOURTH SEMESTER [BBA] JUNE 2024

Paper Code: BBA-202	Subject: Business Analytics

(BATCH-2021 ONWARDS)

Time: 3 Hours   Maximum Marks: 75

Note: Attempt all questions as directed. Internal choice is indicated.

Q1   Attempt **any five** of the following questions: (5x5=25)
  (a)   Evolution of Business Analytics
  (b)   Star Schema
  (c)   Data mining Tasks
  (d)   Difference between data warehouse and data mining
  (e)   Trends of datamining in retail sector
  (f)   Word maps in tableau
  (g)   Variance
  (h)   Assumptions of Linear regression

Q2   Discuss the role and responsibilities of Business Data Analyst.
                                                             (12.5)

OR

Q3   Discuss different types of data types in R. Also give examples how they can be declared in R programming.   (12.5)

Q4   Explain data mining. Giver trends of data mining in telecommunication industry.   (12.5)

OR

Q5   Explain the concept of data warehousing. Also explain the recent trends in data ware housing by taking suitable example.   (12.5)

Q6   How dashboards are created in Tableau. Discuss different types of filters in Tableau.   (12.5)

OR

Q7   Write different types of chats in Tableau. Also explain story point in Tableau.   (12.5)

Q8   Describe prescriptive graph analysis in detail.   (12.5)

OR

Q9   Discuss how prediction can be done through linear regression. Explain by taking relevant example.   (12.5)

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