



Roll No:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

MBA
(SEM III) THEORY EXAMINATION 2024-25
DATA ANALYTICS FOR BUSINESS DECISIONS

TIME: 3 HRS**M.MARKS: 100****Note:** Attempt all Sections. In case of any missing data; choose suitably.**SECTION A****1. Attempt all questions in brief. 2 x 10 = 20**

Q no.	Question	CO	Level
a.	Define Business Analytics.	1	K1
b.	Explain data science.	1	K2
c.	List the two methods of data collection.	2	K1
d.	Examine outliers.	2	K4
e.	Explain data acquisition.	3	K2
f.	What is data deployment?	3	K1
g.	Define descriptive statistics.	4	K1
h.	Illustrate data export.	4	K2
i.	What is supply chain analytics?	5	K1
j.	Assess the importance of healthcare analytics.	5	K5

SECTION B**2. Attempt any three of the following: 10 x 3 = 30**

a.	List industries that use data science, and explain the application in their operations.	1	K4
b.	Explain data visualization, its types and importance in data analysis.	2	K5
c.	Examine various methods of data acquisition, challenges associated with it and ways to overcome.	3	K4
d.	Discuss exploratory data analysis, its main techniques in R and importance.	4	K6
e.	Evaluate the significance of business analysis in optimizing logistics and transportation in the supply chain, and describe the key metrics used to measure logistics performance.	5	K5

SECTION C**3. Attempt any one part of the following: 10 x 1 = 10**

a.	List the common challenges faced by data scientists, and describe the ways to address to ensure successful outcomes.	1	K4
b.	How do data scientists, data engineers, and business analysts collaborate to achieve business goals, and what are the common challenges they face?	1	K1

4. Attempt any one part of the following: 10 x 1 = 10

a.	Elaborate the key strategies for effective data management, and describe the ways they ensure data integrity and accessibility.	2	K6
b.	Discuss the common causes of missing or incomplete data, techniques for dealing with it and their impact on data analysis.	2	K6

5. Attempt any one part of the following: 10 x 1 = 10

a.	Discover the strategies for optimizing the performance of data models, and how they improve accuracy and efficiency.	3	K4
----	--	---	----



PAPER ID-310748

Roll No:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

MBA
(SEM III) THEORY EXAMINATION 2024-25
DATA ANALYTICS FOR BUSINESS DECISIONS

TIME: 3 HRS

M.MARKS: 100

b.	Explain the formulation of hypothesis for data analytics and its key considerations.	3	K5
----	--	---	----

6. Attempt any one part of the following: 10 x 1 = 10

a.	What are the different methods for importing data into R, and how do they handle various data formats?	4	K1
b.	In R, explain how charts are created to visualize the data and the key considerations for the accuracy and interpretation.	4	K5

7. Attempt any one part of the following: 10 x 1 = 10

a.	Examine the role of business analysis in sales forecasting for retail business and describe the impact of accurate forecasting on decision making.	5	K4
b.	How does business analysis help in identifying and managing financial risks, and what are the common risk management techniques?	5	K1

QP25DP1_311
 | 22-Jan-2025 1:36:41 PM | 115.245.67.130