

MBA
(SEM III) THEORY EXAMINATION 2022-23
DATA ANALYTICS FOR BUSINESS DECISIONS

Time: 3 Hours

Total Marks: 100

Note: Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

- 1. Attempt all questions in brief. 2 x 10 = 20**
- (a) What is data analytics?
 - (b) What are the responsibilities of a data analyst?
 - (c) Brief about data quality.
 - (d) What is considered noise in data?
 - (e) Define data modeling.
 - (f) Brief about data acquisition.
 - (g) What do you mean by bar charts with multiple responses?
 - (h) Define structured data.
 - (i) What is data visualization?
 - (j) Define marketing analytics.

SECTION B

- 2. Attempt any three of the following: 10 x 3 = 30**
- (a) Summarize the historical overview of data analysis.
 - (b) Explain the steps involved in the process of data preparation.
 - (c) Explain phases of data science project life cycle.
 - (d) Explain steps of data import and export in R studio.
 - (e) How marketing analytics helps in decision making? Explain.

SECTION C

- 3. Attempt any one part of the following: 10 x 1 = 10**
- (a) Discuss roles and responsibility of data scientist.
 - (b) What is data science? Discuss applications for data science.
- 4. Attempt any one part of the following: 10 x 1 = 10**
- (a) Explain the process of data collection.
 - (b) Explain binning method with suitable examples.
- 5. Attempt any one part of the following: 10 x 1 = 10**
- (a) Discuss evaluation and interpretation phase.
 - (b) Discuss different types of operations carried out during data science project life cycle.

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

- (a) Discuss the type of data visualized using column chart with 45⁰ labeling. Also give process for visualization.
- (b) Why is it necessary for visualization before analysis? Explain it with suitable example.

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

- (a) Discuss dimensions of data analytics in Supply Chain Management.
- (b) How business analysis is applicable in healthcare analytics? Explain with suitable examples.

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