

FACULTY OF MANAGEMENT**M.B.A. III – Semester (CBCS) Examination, January 2019****Subject: Business Analytics****Paper – MB – 305 – 4****Discipline Specific****(Elective – II – Systems)****Time: 3 Hours****Max.Marks: 80****Note: Answer all the questions from Part-A and Part-B.****Each question carries 4 marks in Part-A and 12 marks in Part-B.****PART – A (5x4 = 20 Marks)****[Short Answer Type]**

- 1 Briefly explain about the term Business Analytics
- 2 List the charts available in MS-Excel
- 3 Define the term Data Mining
- 4 Cutting Plane algorithm
- 5 Loops

PART – B (5x12 = 60 Marks)**[Essay Answer Type]**

- 6 a) Explain the various aspects of "Data for Business Analytics".
OR
b) What is Big Data? Explain the importance of Big Data.
- 7 a) What do you mean by measures of Central Tendency? Explain.
OR
b) Explain the uses of MS-Excel in data visualization and exploration.
- 8 a) What do you mean by Regression Analysis? Give any two examples.
OR
b) Explain the various approaches in Data Mining.
- 9 a) What is Linear Optimization? Explain.
OR
b) Explain the methods of Integer Optimization.
- 10 a) Explain about the features and environment of R package.
OR
b) How to read and write the data in R? Explain with examples.
