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.

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