

# END TERM EXAMINATION

FOURTH SEMESTER [BBA] JULY 2023

Paper Code: BBA-202

Subject: Business Analytics

[BATCH 2021 Onwards]

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 Differentiate between Data Scientists, Data Engineer and Business data analytics highlighting their roles and responsibilities.
- Q2 What is business analytics and describe its stages? Discuss the scope of business analytics in any two functional areas of management.
- Q3 (a) What is ETL? Differentiate between ETL and ELT.  
(b) What is a star schema in a data warehouse? Differentiate between star schema and snowflakes schema.
- Q4 (a) What is data mining? Discuss its application in various fields?  
(b) Differentiate between OLAP and OLTP.
- Q5 What do you understand by data visualization? Describe Tabelau and its features. What are its advantages and disadvantages?
- Q6 Describe and differentiate between Descriptive, Predictive and Prescriptive Analytics with suitable examples.
- Q7 (a) The following distribution gives the pattern of overtime work done by 100 employees of a company. Find the mean and median?

Overtime (hrs.)	10-15	15-20	20-25	25-30	30-35	35-40
No. of employees	11	20	35	20	8	6

- (b) The mean of the number of sales of cars over a 3 month period is 87, and the standard deviation is 5. The mean of the commissions is Rs. 5225 and the standard deviation is Rs. 733. Compare the coefficient of variations of the number of sales of cars with the commission. State the conclusions drawn.
- Q8 Explain the following **(Any two)**:-  
(a) Optimization  
(b) Simulation  
(c) Cluster analysis  
(d) Data Modeling

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