(Please write your Exam Roll No.) *Exam Roll No. .....*

END TERM EXAMINATION

FOURTH SEMESTER [BBA] MAY-JUNE, 2025

Paper Code: BBA-202	***Subject: Business Analytics***
Time: 3 Hours	***Maximum Marks: 60***

Note: Attempt all questions as directed. Internal Choices are indicated.

Q1 Write short notes on **Any Five** of the following: **(5X4=20)**

a) ETL Processes
b) Data Scientists
c) Business Data Analysts
d) Business Analytics
e) Cross Tabulations
f) Tableau
g) Data Analysts
h) Simulation as prescriptive analytics

Q2 Discuss the concept of analytics process with suitable examples from business domain? Also, explain the role of data analysts into it? **(10)**

OR

Q3 Define the concept of R and RStudio with suitable examples? Also, highlight the role of R in business analytics? **(10)**

Q4 Discuss the importance of data mining into retail industry citing a suitable business scenario having various tasks accomplished using it? **(10)**

OR

Q5 Discuss the importance of data warehousing and data mining in telecommunication industry with business scenario as an example? **(10)**

Q6 Illustrate various data visualisation techniques with suitable examples? Also, discuss the various types of charts used in visualisation? **(10)**

OR

Q7 Discuss the concept of data modeling with an example? Also, discuss various data modeling techniques and its utility in business domain? **(10)**

Q8 Explain the concept of descriptive analytics with suitable examples? Also, explain how standard deviation and variance into it? **(10)**

OR

Q9 Explain the concept of predictive analytics with suitable examples? Also, discuss the role of regression into predictive analytics? **(10)**

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