R22

# ANURAG Engineering College
### (An Autonomous Institution)
### II MBA I Semester Regular/Supplementary Examinations, January–2025
## BUSINESS ANALYTICS
### (MASTER OF BUSINESS ADMINISTRATION)

**Time: 3 Hours**                                                **Max. Marks: 60**

## Section – A (Short Answer type questions)            (10 Marks)
### Answer All Questions

| | | Course Outcome | B.T Level | Marks |
|---|---|---|---|---|
| 1. | Define Data Analytics? | CO1 | L1 | 1M |
| 2. | What is Data visualization? | CO1 | L2 | 1M |
| 3. | Define Variability? | CO2 | L1 | 1M |
| 4. | Explain Sampling? | CO2 | L2 | 1M |
| 5. | What is simple regression? | CO3 | L2 | 1M |
| 6. | Define Independent Variables? | CO3 | L1 | 1M |
| 7. | Define Data mining? | CO4 | L1 | 1M |
| 8. | Explain Partition Data? | CO4 | L2 | 1M |
| 9. | What is Verification and Validation? | CO5 | L2 | 1M |
| 10. | Explain Risk Analysis? | CO5 | L2 | 1M |

## Section B (Essay Questions)
### Answer all questions, each question carries equal marks.        (5 X 10M = 50M)

| | | | Course Outcome | B.T Level | Marks |
|---|---|---|---|---|---|
| 11. | A) | Enumerate in detail about Data analytics and the importance of Data analytics in the current scenario? | CO1 | L3 | 10M |
| | | **OR** | | | |
| | B) | Explain in detail about statistical methods for summarizing data? | CO1 | L3 | 10M |
| 12. | A) | How to measure Association and Variability of data? | CO2 | L2 | 10M |
| | | **OR** | | | |
| | B) | Explain about continuous probability distribution? | CO2 | L3 | 10M |
| 13. | A) | Explain Karl Pearson Correlation Techniques? | CO3 | L3 | 10M |
| | | **OR** | | | |
| | B) | What is Two-way Anova? Mention merits and demerits? | CO3 | L2&L3 | 10M |
| 14. | A) | Explain the scope of data mining and brief on cluster analysis | CO4 | L3 | 10M |
| | | **OR** | | | |
| | B) | Discuss about the classification and regression trees. | CO4 | L2 | 10M |
| 15. | A) | Explain the Monte Carlo Simulation. | CO5 | L3 | 10M |
| | | **OR** | | | |
| | B) | Define Decision Tree Analysis and write the applications of Decision Tree in Business Analytics? | CO5 | L1&L3 | 10M |