

ANURAG Engineering College
(An Autonomous Institution)
II MBA I Semester Regular Examinations, Jan/Feb-2024
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
CO1	L1	1M
CO1	L2	1M
CO2	L1	1M
CO2	L2	1M
CO3	L1	1M
CO3	L2	1M
CO4	L1	1M
CO4	L2	1M
CO5	L1	1M
CO5	L2	1M

1. Define Big Data.
2. List out any two Data Visualization tools.
3. Define Population.
4. Compare the two most commonly used measures of Central Tendency.
5. What is Rank Correlation?
6. When should you use a one-way ANOVA?
7. Define data mining.
8. What is meant by Unsupervised Learning?
9. What is the difference between simulation validation and verification?
10. Give the uses of Monte Carlo Simulation Analysis.

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

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|---|-----|----------|----------|
| 11. A) Elaborate on the reasons for using Business analytics in Decision Making | CO1 | L3 | 10M |
| OR | | | |
| B) Explain how data can be summarized using Pivot Tables in Excel. | CO1 | L3 | 10M |
| 12. A) Briefly discuss the measures of variation in data with relevant example. | CO2 | L3 | 10M |
| OR | | | |
| B) Differentiate between probability and non-probability sampling methods. | CO2 | L3 | 10M |
| 13. A) Discuss in detail the difference between correlation and regression. | CO3 | L3 | 10M |
| OR | | | |
| B) i) Write about Linear Discriminant Analysis.
ii) Write about Two-Way ANOVA Table? | CO3 | L2
L3 | 3M
7M |
| 14. A) Explain the need and importance of Data mining in Business analytics. | CO4 | L3 | 10M |
| OR | | | |
| B) Explain about classification and regression tree (CART) analysis. | CO4 | L3 | 10M |
| 15. A) Explain the different innovative Simulation techniques for enterprises. | CO5 | L3 | 10M |
| OR | | | |
| B) Describe the procedure of Decision Tree analysis. | CO5 | L3 | 10M |