



Name:

Enrolment No:

UPES

End Semester Examination, December 2023

Course: Introduction to Business Analytics

Semester: V

Program: B.Tech CSE

Time : 03 hrs.

Course Code:

Max. Marks: 100

Instructions:

SECTION A
(5Qx4M=20Marks)

S. No.		Marks	CO
Q 1	List down measures of central tendency.	4	CO1
Q2	Discuss data ethics and its significance in responsible data management and analysis.	4	CO1
Q3	Comment on unstructured data and provide examples of unstructured data sources.	4	CO2
Q4	Discuss the significance of Business Analytics.	4	CO1
Q5	Comment on Predictive Analytics.	4	CO2

SECTION B
(4Qx10M= 40 Marks)

Q 1	Differentiate between Bar, Pie, Line and Scatter Plot.	10	CO2
Q2	Explain the importance of business analytics in decision-making processes.	10	CO1
Q3	State the difference between predictive and prescriptive analytics.	10	CO1
Q4	Elaborate the purpose of data aggregation in the context of business analysis. OR Explain the process of aggregating data from multiple sources into a cohesive summary for decision-making	10	CO2

SECTION-C
(2Qx20M=40 Marks)

Q 1	Comment on following- a)Excel b)Tableau	20	CO2
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	<p>c) Python d)R</p> <p style="text-align: center;">OR</p> <p>Discuss the importance of data validation and cleaning before generating summaries for business reports.</p>		
Q2	<p>Comment On Data Visualization. State its importance along with different techniques.</p> <p style="text-align: center;">OR</p> <p>Elaborate how can descriptive analytics help segment the customers of a business or organization based on their characteristics, preferences, needs, or behaviors? What are some techniques or methods for performing customer segmentation, such as clustering, classification, association rules, etc.? How can descriptive analytics help tailor the products, services, or marketing to different customer segments?</p>	20	CO1