


Name: Enrolment No:		
UNIVERSITY OF PETROLEUM AND ENERGY STUDIES Online End Semester Examination, January 2021		
Course: Business Analytics (with Excel) Program: BBA Big Data and Analytics Course Code: DSBA 2001		Semester: I Time 03 hrs. Max. Marks: 100
SECTION A 1. Each Question will carry 5 Marks 2. Instruction: Complete the statement / Select the correct answer(s)		
S. No.	Questions	CO
Q1	What is Business Analytics? a) Refers to the skills, technologies, practices for continuous iterative exploration and investigation of past business performance to gain insight and drive business planning. b) Refers to all the methods and techniques that are used by an organization to measure performance. c) Refers the practice of iterative, methodical exploration of an organization's data, with an emphasis on statistical analysis. d) All of the above e) None of the above	CO1
Q2	Which of the following is NOT a step in data cleansing? a) Parsing b) Correcting c) Matching d) Transmitting	CO2
Q3	Amongst the below roles, identify the most important role player in an analytics project. a) Data Scientist b) Data Engineer c) Database Administrator d) Business Analyst e) Project Manager	CO2
Q4	What are the four types of data associated with Data Warehousing? Three of them are given. Identify the last one.	CO3

	a) Subject-oriented Data b) Integrated Data c) Non-volatile Data d) ??									
Q5	What is the value of Y for the below linear regression equation? The equation is $Y = mX + C$ <table border="1" style="margin-left: 40px;"> <thead> <tr> <th>Y</th> <th>X</th> </tr> </thead> <tbody> <tr> <td>7</td> <td>2</td> </tr> <tr> <td>11</td> <td>4</td> </tr> <tr> <td>??</td> <td>12</td> </tr> </tbody> </table>	Y	X	7	2	11	4	??	12	CO4
Y	X									
7	2									
11	4									
??	12									
Q6	Identify the incorrect method for missing data handling a) Listwise deletion b) Pairwise deletion c) Variable deletion d) None of the above	CO2								
SECTION B 1. Each Question will carry 10 Marks 2. Instruction: Write short or Brief Notes										
Q7	What is the importance of Business Analytics? Answer point wise (at least mention 5 importance with brief descriptions of each importance)	CO1								
Q8	What are the differences between Data Warehouse and Data Mart? Answer point wise (mention 5 differences with brief descriptions of each difference)	CO3								
Q9	Give an example of simple linear regression and an example of multiple linear regression and write brief notes to explain each example.	CO4								
Q10	Mention and explain the features of forecasting using time-series models. Any two features.	CO3								
Q11	Mention the applications of data mining and briefly explain them. OR Discuss about the steps in the data analytics life-cycle with proper steps.	CO4								
SECTION C 1. Each Question will carry 20 Marks 2. Instruction: Write long answers										
Q12	Discuss the steps used in Data Mining with full illustrations. OR Write a note on outlier analysis and describe the three methods to detect outliers in data using rough graphical illustrations wherever required.	CO4								