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**GANDHI INSTITUTE OF ENGINEERING AND TECHNOLOGY UNIVERSITY, ODISHA,  
GUNUPUR  
(GIET UNIVERSITY)**

B. B. A (Fourth Semester) Examinations, April 2025  
**23BBAPC24006 – Basics of Business Analytics**



Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

**PART – A****(2 x 10 = 20 Marks)**Q.1. Answer **ALL** questions

	CO #	Blooms Level
a. Differentiate between Analytics and Analysis.	CO1	K1
b. What are the types of digital data?	CO1	K1
c. Mention any two visualization techniques.	CO2	K1
d. Define Predictive Analytics.	CO2	K1
e. Define HR Analytics and its role.	CO3	K1
f. Mention any two applications of Healthcare Analytics.	CO3	K1
g. Differentiate between live and extract data connections.	CO4	K1
h. Mention any two plots and their uses in Tableau.	CO4	K1
i. What is R programming?	CO5	K1
j. Mention any two data types in R.	CO5	K1

**PART – B****(8 x 5 = 40 Marks)**Answer **ANY FIVE** the questions

	Marks	CO #	Blooms Level
2. a. Explain the concept and importance of Business Analytics. (OR)	8	CO1	K2
b. Compare and contrast Business Analytics, Business Intelligence, and Data Mining.	8	CO1	K4
3.a. Discuss the concept, nature, and applications of Descriptive Analytics. (OR)	8	CO2	K2
b. Explain various data visualization techniques used in analytics.	8	CO2	K2
4.a. Explain the applications of Financial, HR, and Marketing Analytics. (OR)	8	CO3	K2
b. Explain the importance of Supply Chain and Logistics Analytics with examples.	8	CO3	K3
5.a. Explain the process of data importing and visualization in Tableau. (OR)	8	CO4	K2
b. Describe the various charts and plots used in Tableau with examples.	8	CO4	K3
6.a. Compare the use of correlation and regression in business analysis using R. (OR)	8	CO5	K4
b. Discuss the role of loops and functions in R programming	8	CO5	K3

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