GIET UNIVERSITY, GUNUPUR – 765022
M. B. A(Second Semester) Examinations, August – 2021
MB 208 – Business Analytics

Time: 2 hrs   Maximum: 50 Marks

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

PART – A   (2 x 10 = 20 Marks)

Q.1. Answer *ALL* questions   CO#

a.	How do you perceive the term Business Analytics?	CO1
b.	Define business analytic	CO1
c.	Write any two advantages of Business Analytics?	CO2
d.	Differentiate Data Vs information.	CO3
e.	Explain the relation between information and Decision making	CO3
f.	Write a short note on 3 Vs of data	CO3
g.	Explain the role of statistics in Business Analytics?	CO4
h.	Write the formula for poison distribution, for E =0, 1, 2.	CO4
i.	Explain any one statistical example of XL sheet?	CO5
j.	What do you mean by Big data-explain	CO5

PART – B   (6 x 5 = 30 Marks)

Answer *ANY FIVE* the questions   Marks   CO#

2. Explain the concept of Business Analytics and what are its applications?   (6)   CO1

3. How Explain Business Analytics work as competitive advantage of a firm?   (6)   CO2

4. What are the different methods of Primary data collection methods?   (6)   CO3

5. In a class of 60, one student is mischievous out of every 5 students.   (6)   CO4
   If we choose 6 students at once what is the probability of
   At least one is good   b) exactly 2 are Mischievous

6. Write a detailed note on data value chain?   (6)   CO5

7. Time: 1990   91   92   93   94   95   96   (6)   CO4
   Y   :   10   13   17   25   30   40   45
   Use Semi Averages method find the trend values?

8. Explain the Negative consequences of Information over load?   (6)   CO3

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