GIET UNIVERSITY, GUNUPUR – 765022
M. Tech (Third Semester – Regular) Examinations, December – 2020
MOECS 3021 / MOEEC 3021 – BUSINESS ANALYTICS
(CSE and ECE)

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

a. List different types of analytics.

b. Differentiate parameter and statistics.

c. What are the four components of time series analysis?

d. Differentiate Bigdata and small data.

e. What is validity with respect to data quality?

f. What is cash budget model?

g. Given an example for application of Decision tree analysis.

h. What is data story telling?

i. Is judgemental forecasting effective in new product development? Justify.

j. Is assumption important in model building?

PART – B　　(6 x 5 = 30 Marks)

Answer *ANY FIVE* questions　　　　　　　　　　　　　　　　　　　　Marks

2. Explain the scope of business analytics. (6)

3. What are the common types of mathematical functions used in predictive analytical models? Explain any three briefly. (6)

4. What are the different tools used in Descriptive analytics? What does it explain about the data? (6)

5. Explain the importance of decision analysis. (6)

6. Identify the measurement scale(nominal/ordinal/interval/ ration scale) of each variable (6)

   Gender,

   Annual household income

   Type of mobile connection(Prepaid or Post paid)

   Rate the service provider (within 1 to 4. 1 for very Good and 4 for very poor)

   Average temperature in your city

7. What is monte carlo simulation? Explain its application briefly. (6)

8. Explain any one forecasting model with an example. (6)

9. What are the steps involved in Business analytics. Explain. (6)

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