GIET UNIVERSITY, GUNUPUR – 765022

M. Tech. (Third Semester) Examinations, December – 2022

MOECS3021/MOEEC3021/ MOECT3021/ MOEPE3021 / MOESE3021 – Business Analytics

(CSE/ECE/CTM/PE/SE)

Time: 3 hrs   Maximum: 70 Marks

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

PART – A   **(2 x 10 = 20 Marks)**

Q.1. Answer all the questions

		CO#	Blooms Level
a.	Define Business Intelligence	CO1	1
b.	Data Vs Information	CO1	2
c.	Define Visualizing	CO2	1
d.	Explain exploring data	CO1	2
e.	State the objectives of Business Analytics	CO3	3
f.	List various time series analysis methods	CO2	1
g.	Define Nonlinear Optimization	CO3	2
h.	Distinguish between correlation and regression.	CO3	3
i.	Define rank correlation coefficient	CO4	2
j.	What is meant by forecasting errors?	CO1	1

PART – B   **(10 x 5 = 50 Marks)**

Answer *ANY FIVE* questions

		Marks	CO#	Blooms Level
2. a.	Explain various tools of business analytics	5	CO1	1
b.	Explain in detail Descriptive Statistical Methods	5	CO1	2
3. a.	Write the different statistical tools use in Business Analytics	4	CO1	2
b.	Why finding standard error is important for proper analysis of data. Explain by citing examples	6	CO2	3
4. a	Explain Modelling Relationship and Trends in data	5	CO3	4
b.	With example explain Business Analytics Technology	5	CO3	2
5. a.	Explain problem solving in business analytics	5	CO2	4
b.	Descriptive analytics vs Predictive analytics	5		
6. a.	What is Time Series Analysis? Explain the various components of time series analysis with suitable examples.	10	CO3	2
7. a.	Explain Qualitative and Judgmental Forecasting.	5	CO4	2
b.	Explain Risk Analysis	5	CO4	3
8. a.	Find the correlation coefficient between X and Y for the following data.	10	CO4	2

X	48	34	40	12	16	16	66	25	16	57
Y	15	15	24	8	13	6	20	9	9	15

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