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GIET UNIVERSITY, GUNUPUR - 765022
 B. B. A (Fourth Semester) Examinations, May- 2024
21BBAPC24006 - 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. Highlight the Six elements of data quality.	CO1	K2
b. Discuss the benefits of digital dashboards.	CO1	K2
c. Write a short note on Data Mart.	CO2	K2
d. Highlight the two approaches of data warehouse design.	CO2	K2
e. Write a short note on Retail Analytics.	CO3	K2
f. Write a short note on Financial Analytics.	CO3	K2
g. Discuss Data Visualization in Tableau.	CO4	K1
h. Write a short note on R environment.	CO4	K2
i. Highlight any four features of R.	CO1	K2
j. List out R-Data Types.	CO2	K1

PART – B**(8 x 5 = 40 Marks)**Answer ANY FIVE the questionsMarks CO # Blooms
Level

- | | | | |
|--|---|-----|----|
| 2. a. Compare and contrast between Data and information.
(OR) | 8 | CO1 | K2 |
| b. Briefly discuss about various types of Analytics in detail. | 8 | CO1 | K2 |
| 3.a. Describe data warehouse architecture properties and types.
(OR) | 8 | CO2 | K2 |
| b. Describe Six V's of Big data. | 8 | CO2 | K2 |
| 4.a. Briefly discuss Social Media Analytics and their benefits.
(OR) | 8 | CO3 | K2 |
| b. Briefly discuss Sports analytics and their benefits. | 8 | CO3 | K2 |
| 5.a. Highlight the purpose of different kinds of plots and their usage (bar chart, line chart, scatter, histogram, dual axis) in Tableau with example.
(OR) | 8 | CO4 | K2 |
| b. Write a R-code using Relational Operators to the following data and execute the result with proper explanation.
X= 35, 4, 26, 40, 32, 37, 22, 25, 39, 47
Y= 10, 5, 42, 31, 45, 21, 20, -3, 8, 40
Note: Explain step by step process using hashtags (#). | 4 | CO5 | K6 |
| c. The following table is an output of "EXIM" of five countries. Write an R-program to generate the table following with a neat explanation using hashtags (#). Calculate Percentage change in Exports, Percentage change in Imports, and difference of exports and imports. | 4 | CO5 | K6 |

Country	Exports	Imports	Exports%	Imports%	Exports-Imports
US	1468	1085	-	-	
China	1221	1164			
India	1033	605			
UK	751	1019			
Russia	945	818			

(OR)

6.a. Explain any eight R-Packages and their usage in detail. 8 CO5 K2

(OR)

6.b. Develop a R-programming code for the following data to calculate Least Square Method 8 CO5 K6

Year=2011,2012,2013,2014,2015,2016,2017,2018,2019,2020

Sales=90,86,118,116,100,112,105,59,93,121

Note: Explain step by step process using hashtags (#).

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