QP Code: RM23MBA031 Reg. No | | | | | | | | | | | AY 23

GIET UNIVERSITY, GUNUPUR – 765022

M. B. A (Second Semester Regular) Examinations, May – 2024

23MBAPC12008 – Business Analytics

Time: 3 hrs Maximum: 60 Marks

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

PART – A **(2 x 5 = 10 Marks)**

		CO #	Blooms Level
Q.1. Answer ***ALL*** questions			
a.	Write a short note on Descriptive Analytics.	CO1	K1
b.	List out the consequences of information overload.	CO2	K1
c.	Write a short note on Binomial Distribution.	CO3	K1
d.	Write a short note on Data Protection.	CO4	K1
e.	Write a short note on Sorting and Conditional Formatting.	CO5	K1

PART – B **(10 x 5 = 50 Marks)**

		Marks	CO #	Blooms Level
Answer ***All*** the questions				
2. a.	Compare and contrast between Data Scientist, Data Engineer and Data Analyst.	10	CO1	K1
	(OR)			
b.	Briefly discuss about various challenges of Business Analytics.	10	CO1	K2
3.a.	Describe various data collection methods with suitable examples.	10	CO2	K2
	(OR)			
b.	Explain various Analytical Skills used for business.	10	CO2	K2
4.a.	Discuss various methods of time series with suitable examples.	10	CO3	K2
	(OR)			
b.	(i) At a chocolate factory in a city with 120 production workers, there is a 10% chance that a worker will be absent on any given day. The probability that one worker is assumed not to affect the probability that another is absent. The factory is able to operate on any given day as long as there are no more than 50 workers absent on that day. What is the probability that any 2 out of 9 randomly chosen workers will be absent next Monday?	5+5	CO3	K4, K4

(ii) There are ten customers in a shop. The probability that an individual customer buys something is 0.4.

A. Calculate the probability that *one* customer buys something.

B. Calculate the probability that *four* customers buy something.

C. Calculate the probability that *at most two* people buy something.

D. What is the probability that *at least two* people buy something?

E. How many customers do we *expect* to buy something?

5.a.	Explain various data capturing methods for identifying right data.	10	CO4	K2
	(OR)			
b.	Discuss the below: (i) Write a brief note on ETL. (ii) Write a brief note on SMART.	5+5	CO4	K2, K2
6.a.	Describe various types of Visual Encoding with examples.	10	CO5	K2
	(OR)			
b.	Briefly discuss about various distinct variables used for visualisation with suitable examples.	10	CO5	K2

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