



GIET UNIVERSITY, GUNUPUR – 765022
M. Tech. (Third Semester) Examinations, December – 2023
MOEMD3021 / MOETE302/MOEMT3021/MOESE3021/ MOECT3021/ MOEPE3021
Business Analytics
 (Common to all Branches)

Time: 3 hrs

Maximum: 70 Marks

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

PART – A

(2 x 10 = 20 Marks)

	CO#	Blooms Level
Q1. Answer ALL questions		
a. Discuss the importance of Business Analytics.	CO1	K2
b. State the Objectives of Business Analytics.	CO1	K1
c. Define Simple linear Regression.	CO2	K2
d. What is Primary Data?	CO2	K1
e. List various time series analysis methods.	CO2	K2
f. Define Predictive Analysis.	CO3	K2
g. Explain Overbooking Model.	CO3	K2
h. Define Decision Analysis.	CO4	K2
i. What is Risk Analysis?	CO4	K1
j. Define Team management.	CO4	K2

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	K2
b. Define Relationship of Business Analytics Process and Organization.	5	CO1	K2
3.a. Explain in details various sampling methods.	5	CO1	K2
b. Why finding standard error is important for proper analysis of data. Explain by citing examples.	5	CO1	K1
4. a. Give the formulas for Karl Pearson's correlation and Spearman's Rank correlation.	5	CO2	K2
b. Discuss the need and relevance of Business Analytics in the present business scenario. Explain by citing examples.	5	CO2	K2
5.a. Write short note on	5	CO3	K1
i) Procedure of hypothesis testing.			
ii) Applications of Chi-Square test.			
b. The following distribution gives the pattern of overtime work done by 100 employees of a company. Find the mean and median.	5	CO3	K1

Overtime (hrs)	10-15	15-20	20-25	25-30	30-35	35-40
No. of employees	11	20	35	20	8	6

6. a. Find rank correlation for the following data and comment on the result.

5

CO3

K2

Items	Mark in English	Mark in Mathematics
a.	30	60
b.	55	80
c.	50	75
d.	80	45
e.	90	35
f.	75	61
g.	42	75
h.	67	95
i.	70	80

b. Write short note on

5

CO3

K2

- i) Data storytelling.
- ii) Data journalism.

7.a. Explain Decision Strategies with the without outcome Probabilities.

5

CO4

K2

b. Consider the following data, obtain the two regression equations.

5

CO4

K1

X	6	2	10	4	8
Y	9	11	5	8	7

Also, estimate Y when X is equal to 20.

8. a. Explain Embedded and Collaborative business intelligence.

5

CO4

K1

b. What is Time Series Analysis? Discuss various methods of Time Series Analysis.

5

CO4

K2

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