

Name. _____		Printed Pages:01		
Student Admn. No.: _____				
School of Business Backlog Examination, June 2023 [Programme: BBA] [Semester:II] [Batch:]				
Course Title: Introduction to Business Analytics		Max Marks: 100		
Course Code: BBBA1001		Time:3 Hrs.		
Instructions:	1. All questions are compulsory. 2. Assume missing data suitably, if any.			
		K Level	COs	Marks
SECTION-A (15 Marks) 5 Marks each				
1.	Define business analytics and its importance.	K1	CO1	5
2.	Describe significance of applying analytics over data in corporate business domain.	K1	CO2	5
3.	Describe the effectiveness of Business Analytics in various Business Verticals (such as Retail, Banking, Insurance).	K2	CO3	5
SECTION-B (40 Marks) 10 Marks each				
4.	Explain with appropriate example how reporting system is helpful for data visualization.	K2	CO2	10
5.	Demonstrate the usage of different types of bar charts for analyzing data.	K3	CO3	10
6.	Illustrate applications of business analytics with appropriate example.	K3	CO4	10
7.	Explain K-Nearest Neighbour (KNN) classification algorithm. Suppose there are few records of results having two classes of it are given: 10 (C1), 20 (C1), 45 (C2), 50 (C2), 15 (C1), 60 (C2), 70 (C2), 25 (C1), 80 (C2), 40 (C2). Now, compute the class level for a new unknown record or data point i.e. 68. (Here, C1 and C2 are two classes). Or List various types of tools used for data visualization. Also write popular libraries/tools provided by python community for visualizing the data.	K3	CO4	10
SECTION-C (45 Marks) 15 Marks each				
8.	Classify the business analytics strategy and its types with suitable example.	K4	CO1	15
9.	Evaluate the usage of different types of business analytics for an IT firm.	K5	CO3	15
10	Evaluate main applications of analytics in terms of marketing. How can marketing team adopt the analytics in different sectors to handle public funds, improve decision making, reduction of online fraud, minimization of crimes, threats etc. Or, Evaluate main applications of analytics in terms of Human Resource Management. How can Human Resource team adopt the analytics in different sectors to handle performance of employees, recruitment and compensation.	K5	CO5	15