

2207M066

MBA (Business Analytics)

Subject: Business Analytics

Subject Code: MAN-805

Semester: Second

July 2022

Theory (External): 70 Marks

Time: 03 Hours

Instructions to the Students

1. This Question paper consists of two Sections. All sections are compulsory.
2. Section A comprises 10 questions of objective type in nature. All questions are compulsory. Each question carries 2 marks.
3. Section B comprises 8 essay type questions out of which students need to do any 5. Each question carries 10 marks.
4. Read the questions carefully and write the answers in the answer sheets provided.
5. Do not write anything on the question paper.
6. Wherever necessary, the diagram drawn should be neat and properly labelled

Roll Number									

1 2 3 4 5 6 7 8 9 10

SECTION -A (SHORT/OBJECTIVE TYPE QUESTIONS)
(10x2=20 Marks)

- A. What is Integer optimization model?
- B. What are forecasting techniques?
- C. What is linear and nonlinear problem?
- D. What are visualization techniques?
- E. What is cause effect modelling?
- F. What is decision analysis?
- G. Define frames and subsets?
- H. What is data mining?
- I. What is cutting plane algorithm?
- J. Define types of data.

SECTION -B (ESSAY TYPE QUESTIONS)
(5x10= 50 Marks)

1. What do you understand by business analytics? Define categories of Business Analytical Methods and Model?
2. Mention what is the responsibility of a Data analyst?
3. Mention what is data cleansing? List out some of the best practices for data cleaning?
4. What is R environment? What are the different data types in R and what are the limitation/disadvantages of R?

5. Explain linear and multiple regression analysis? Explain different forecasting techniques?
6. What is data exploration and reduction? Explain with examples.
7. What is nonlinear Programming Integer Optimization? Define
8. What is decision analysis? Explain Risk and uncertainty methods.

== END OF THE PAPER ==