



Name:

Enrolment No:

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May 2022

Course: Business Analytics
Program: BBA EPRCC
Course Code: DSBA 2005

Semester: IV
Time : 03 hrs.
Max. Marks: 100

Instructions: Write in your own words. Clarify with examples wherever applicable

SECTION A
10Qx2M=20Marks

S. No.			
Q 1	What are the best methods of ‘data cleaning’?		CO1
Q2	What are the challenges of business analytics?		CO3
Q3	Why do business analyst need to prepare a model for analytics?		CO2
Q4	What do you mean by endogenous and exogenous variables in a model?		CO2
Q5	What do you mean by construct reliability?		CO2
Q6	What is descriptive analytics?		CO1
Q7	What is ‘path co efficient’ in predictive modeling (PLS SEM).		CO1
Q8	Explain two important application of business analytics in ‘Tourism’		CO2
Q9	Business analytics (BA) is still in developing phase in India. What are ‘Myths’ associated with BA.		CO3
Q10	Suggest the best methods to predict relationships in a business concepts?		CO2

SECTION B
4Qx5M= 20 Marks

Q11	What are the skills required for a business analyst? Illustrate.		CO2
Q12	What are the ‘reliability’ tests of measurement model in PLS SEM.		CO2
Q13	How do models are prepared in ‘Simulations’.		CO2
Q14	What is convergent validity in PLS SEM?		CO3

SECTION-C
3Qx10M=30 Marks

Q15	What do you mean by ‘Simulation’? What are its advantages and disadvantages?		CO3
Q16	Explain the role of business analytics in creating value to the customers.		CO4

Q17	Explain the concepts of ‘Structural model assessment’ with required steps for analyzing the model.		CO3
SECTION-D 2Qx15M= 30 Marks			
Q 18	How to perform and report an impactful analysis in PLS SEM? Explain the various stages of ‘Predictive analytics’ utilizing PLS SEM (Smart PLS).		CO4
Q19.	<ul style="list-style-type: none"> A. What are the limitations of Predictive analytics? B. What are different types of business analytics? C. What is hypothesis testing? D. How does AND () function work in Excel. 		CO5