

Name:
Enrolment No:



**School of Business
UPES
End Semester Examination, December 2023**

**Program: BBA-OG
Subject/Course: Business Analytics
Course Code: DSBA 1002**

**Semester: I
Max. Marks: 100
Duration: 3 Hours**

**SECTION A
10Qx2M=20Marks**

Q.No1	Attempt All MCQ's	Marks	CO
A	What is the primary goal of business analytics? a. Data storage b. Data visualization c. Data analysis d. Data collection	2	CO1
B	Which of the following is not a common business analytics application? a. Predictive analytics b. Inventory management c. Social media marketing d. Database design	2	CO1
C	What type of analytics helps in predicting future trends based on historical data? a. Descriptive analytics b. Predictive analytics c. Prescriptive analytics d. Diagnostic analytics	2	CO1
D	What is the purpose of data visualization in business analytics? a. To collect data b. To analyze data c. To present data in a visual format d. To store data	2	CO1
E	What is the primary component of business analytics infrastructure that stores and manages data? a. Data visualization tools b. Data analysts c. Data warehouse	2	CO1

	d. Data scientists		
F	What is the primary purpose of a data warehouse? a. Storing raw, unprocessed data b. Storing historical and consolidated data for analysis c. Running real-time analytics d. Data visualization	2	CO1
G	What is the primary goal of prescriptive analytics? a. Describe past events b. Predict future trends c. Provide recommendations and actions to optimize outcomes d. Identify correlations in data	2	CO1
H	What type of data visualization technique is suitable for showing trends over time? a. Pie chart b. Scatter plot c. Line chart d. Bar chart	2	CO1
I	Which of the following is a common application of business analytics for marketing? a. Calculating the square root of data b. Identifying customer preferences and targeting advertising c. Measuring the speed of data transmission d. Categorizing data in alphabetical order	2	CO1
J	In retail, how can business analytics be applied to improve customer service? a. By measuring the weight of products b. By analyzing customer feedback and preferences c. By developing predictive models d. By creating data indexes	2	CO1
SECTION B			
4Qx5M= 20 Marks			
Attempt any four questions. Be brief in your answers			
Q1	Define Business Analytics	5	CO2
Q2	Discuss the three categories of business analytics	5	CO2
Q3	Define Data, Information and Metadata	5	CO2
Q4	Explain one example of business analytics application in OTT platforms.	5	CO2
Q5	Discuss the risks involved in setting up database for business analytics	5	CO2
SECTION-C			

	3Qx10M=30 Marks		
	All questions are compulsory to attempt		
Q1	Describe Descriptive, Predictive and Prescriptive analytics with example	10	CO1
Q2	Discuss the various components of business analytics	10	CO2
Q3	Analyze the problems occurring due to data redundancy	10	CO3
	SECTION-D 2Qx15M= 30 Marks		
	All questions are compulsory to attempt		
Q1	Analyze the pros and cons of using Datawarehouse in organisation in context to business analytics	15	CO3
Q2	Analyze the role of business analytics in retail	15	CO3