BRAINWARE UNIVERSITY

Term End Examination 2023
Programme – BBA-2020/BBA(HM)-2020
Course Name – Business Data Analytics
Course Code - GECS301
(Semester III)

Full Marks : 60   **Time : 2:30 Hours**
[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A
(Multiple Choice Type Question)   1 x 15=15

1. *Choose the correct alternative from the following :*

(i) Identify the model which consists of management philosophy, behavioral tools and statistical methods as key steps towards improvement is considered as

a) serial improvement process model   b) behavioral improvement process model
c) quality improvement process model   d) statistics improvement process model

(ii) Select the branch of statistics which deals with findings of solution in the field of medicine, education and economics is classified as

a) economic statistics   b) applied statistics
c) mathematical statistics   d) industry statistics

(iii) Select what is to be used when faced with the decision of how to arrange furniture in a room

a) Mental model   b) Physical model
c) Visual model   d) Mathematical model

(iv) Identify the essence of decision analysis

a) choosing the best course of action among alternatives.   b) thinking ahead to avoid negative consequences.
c) finding the root cause of why something has gone wrong.   d) breaking down complex situations into manageable elements.

(v) Identify which one is not nature of Variable for business data classification

a) Quantitative data   b) Manifold Classification
c) Qualitative data   d) Discrete data

(vi) Discuss what is a hypothesis

a) A statement that the researcher wants to test through the data collected in a study   b) A research question the results will answer
c) A theory that underpins the study   d) A statistical method for calculating the extent to which the results could have

happened by chance

(vii) Identify which of the following is / are not a major data analysis approach

a) Predictive Intelligence
b) Business Intelligence
c) Text Analytics
d) Data Mining

(viii) Discuss about data visualization?

a) It helps people see their future
b) It transforms data to the most basic form
c) It helps people make sense of data
d) It helps researchers combine information

(ix) Choose Which is the following issue is considered before investing in Data Mining

a) Functionality
b) Vendor consideration
c) Vendor consideration
d) All of the mentioned

(x) Choose which hypothesis test should be used to ascertain improvement of the workers performance before and after training

a) 2-sample t test
b) 2-sample z test
c) Paired t test
d) F test

(xi) Write which of the following refers to the problem of finding abstracted patterns (or structures) in the unlabeled data

a) Supervised learning
b) Unsupervised learning
c) Hybrid learning
d) Reinforcement learning

(xii) Choose Which one of the following refers to querying the unstructured textual data

a) Information access
b) Information update
c) Information retrieval
d) Information manipulation

(xiii) Choose which of the following can be considered as the correct process of Data Mining

a) Infrastructure, Exploration, Analysis, Interpretation, Exploitation
b) Exploration, Infrastructure, Analysis, Interpretation, Exploitation
c) Exploration, Infrastructure, Interpretation, Analysis, Exploitation
d) Exploration, Infrastructure, Analysis, Exploitation, Interpretation

(xiv) Choose which of the following is an essential process in which the intelligent methods are applied to extract data patterns

a) Warehousing
b) Data Mining
c) Text Mining
d) Data Selection

(xv) Explain which one is KDD in data mining

a) Knowledge Discovery Database
b) Knowledge Discovery Data
c) Knowledge Data definition
d) Knowledge data house

Group-B
(Short Answer Type Questions)   3 x 5=15

2. What are the Objectives of Data Classification.   (3)
3. Explain data mining and the various processes of data mining.   (3)
4. What does P mean in Excel?   (3)
5. What is the difference between the mean, median, and mode?   (3)
6. What are left, right, fill and distributed alignments, explain in detail.   (3)

OR

What does AND function do in Excel, explain with some typical examples?   (3)

Group-C
(Long Answer Type Questions)   5 x 6=30

7. Explain, how STDEV( ) function works to find the standard deviation in Excel?   (5)
8. Write a short note on pivot table.   (5)
9. Explain FV() and PV() Function with example.   (5)

10. Difference Between Primary Data And Secondary Data?   (5)
11. What are the different sources of data?   (5)
12. Explain FVSCHEDULE() with example.   (5)

OR

Explain NPER() and IRR() with example.   (5)

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