BRAINWARE UNIVERSITY

Term End Examination 2022

Programme – BBA-2019/BBA(HM)-2019/B.Com.(BFA)-Hons-2019/BBA-2020/BBA(HM)-2020/BBA-2021/BBA(HM)-2021/BBA(DM)-2021/B.Com.(BF)-Hons-2021

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 30=30

1. Choose the correct alternative from the following :

(i) Identify the branch of statistics which deals with development of particular statistical methods is classified as

a) industry statistics   b) economic statistics

c) applied statistics   d) mathematical statistics

(ii) Identify the tools such decision making by nominal groups, brain storming and term buildings are all considered as

a) serial tools   b) behavioral tools

c) statistical tools   d) parallel tools

(iii) 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

(iv) 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

(v) Select the analysis based on study of price fluctuations, production of commodities and deposits in banks is classified as

a) sample series analysis   b) time series analysis

c) numerical analysis   d) experimental analysis

(vi) 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

(vii) Select which one is the characteristic of best models

a) accurately reflect relevant characteristics of the real-world object or decision.
b) replicate all aspects of the real-world object or decision

c) replicate the characteristics of a component in isolation from the rest of the system.
d) None of the mentioned

(viii) 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.

(ix) Select which type of analytics, gain insight from historical data with reporting, scorecards, clustering

a) Descriptive
b) Decisive

c) Prescriptive
d) Predictive

(x) Identify which type of analytics, uses statistical and machine learning techniques

a) Descriptive
b) Decisive

c) Prescriptive
d) Predictive

(xi) Select which type of analytics, supports human decisions with visual analytics the user models to reflect reasoning

a) Descriptive
b) Decisive

c) Prescriptive
d) Predictive

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

a) Quantitative data
b) Manifold Classification

c) Qualitative data
d) Discrete data

(xiii) Identify which type of data comes under Height and width

a) Finite
b) Discrete

c) Continuous
d) None of the mentioned

(xiv) Write down which one is correct for data mining

a) The actual discovery phase of a knowledge discovery process
b) The stage of selecting the right data for a KDD process

c) A subject-oriented integrated time variant non-volatile collection of data in support of management.
d) None of mentioned

(xv) 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

(xvi) 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

(xvii) 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

(xviii) 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

(xix) Select which of the following statements is correct about data mining

a) It can be referred to as the procedure of
b) Data mining can be defined as the procedure

mining knowledge from data

of extracting information from a set of the data

c) The procedure of data mining also involves several other processes like data cleaning, data transformation, and data integration

d) All of the mentioned

(xx)   In data mining select how many categories of functions are included

a) 5

b) 4

c) 2

d) 3

(xxi)   Select which of the following can be considered as the classification or mapping of a set or class with some predefined group or classes

a) Data set

b) Data Characterization

c) Data Sub Structure

d) Data Discrimination

(xxii) Select which one is the correct statement for the analysis performed to uncover the interesting statistical correlation between associated -attributes value pairs are known as the

a) Mining of association

b) Mining of correlation

c) Mining of clusters

d) All of the mentioned

(xxiii) While using a pivot table in Excel, you drop the fields of information that you want in the interior of the pivot table, select which of the floowing options

a) Column Labels

b) Row Labels

c) Values

d) Report Filter

(xxiv) Evaluate the value for the following Excel formula '=AVERAGE(5,4,4,3,6)'

a) 5

b) 3.72

c) 4.4

d) ERROR

(xxv)   Write the keyboard shortcut (button or buttons to be pressed) in MS-Excel for creating a chart from the selected cells

a) F3

b) F5

c) F7

d) F11

(xxvi) Select what is called a MS-Excel function inside another function

a) Round

b) Sum

c) Nested

d) Text

(xxvii) Select which of the following is NOT a characteristic of Excel

a) Stores information in a tabular form

b) Uses cells

c) Can play movies

d) Can display information

(xxviii) Select which one is the use of 3-D reference in a formula of MS- Excel

a) Cannot be modified

b) Spans worksheets

c) Limits the formatting options

d) Only appears on summary worksheets

(xxix) Select which one you can check the conditions against when applying conditional formatting

a) Cell value

b) Formula

c) Both of the mentioned

d) None of the mentioned

(xxx)   Write which of the following is not true regarding Conditional Formatting

a) You can add more than one condition to check

b) You can set condition to look for Bold and apply Italics on them

c) You can apply Font border and pattern formats that meets the specified conditions

d) You can delete any condition from Conditional Formatting dialog box if it is not requried

Group-B
(Multiple Choice Type Question)   3 x 10=30

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

(i) Identify which type of analytics, recommend decisions using optimization, simulation
   a) Predictive
   b) Descriptive
   c) Decisive
   d) Prescriptive

(ii) Select which one is the example of the Years, Quarters, Months and weeks
   a) Geographical Classification
   b) Chronological Classification
   c) Qualitative Classification
   d) Quantitative Classification

(iii) Choose which of the following statements about the query tools is correct
   a) Tools developed to query the database
   b) Attributes of a database table that can take only numerical values
   c) Both of the Mentioned
   d) None of the mentioned

(iv) Choose Which one of the following correctly defines the term cluster
   a) Group of similar objects that differ significantly from other objects
   b) Symbolic representation of facts or ideas from which information can potentially be extracted
   c) Operations on a database to transform or simplify data in order to prepare it for a machine-learning algorithm
   d) All of the mentioned

(v) Select which one of the following can be considered as the correct application of the data mining
   a) Fraud detection
   b) Corporate Analysis & Risk management
   c) Management and market analysis
   d) All of the mentioned

(vi) Select which one of the following refers to the model regularities or to the objects that trends or not consistent with the change in time
   a) Prediction
   b) Evolution analysis
   c) Classification
   d) Prediction and Evolution analysis

(vii) Evaluate Median, mode, deciles and percentiles are all considered as measures of
   a) sample averages
   b) mathematical averages
   c) averages of position
   d) population averages

(viii) Evaluate the median for the following data -- [2 4 3 6 1 8 9 2 5 7]
   a) 10
   b) 4.7
   c) 2
   d) 4.5

(ix) Solve variance for the following discrete data [2 6 8 3 7 9 1 4]
   a) 40
   b) 2.74
   c) 5
   d) 7.5

(x) Write which one is the data mining is most suitable for categorical variables
   a) Neural network
   b) Association rules
   c) Statistical
   d) Decision tree

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