

B A, BSC, BCOM DEGREE END SEMESTER EXAMINATION – MARCH 2026**UGP (HONS.) SEMESTER – 4: – DISCIPLINE SPECIFIC ELECTIVE****COURSE CODE -: 24UCOMDSE201: BUSINESS ANALYTICS***(For Regular 2024 Admission)*

Time: 1.5 Hours

Max. Marks: 50

PART A***Answer any ten questions each carries one marks***

1. A business dashboard shows monthly revenue trends. Name the data concept applied. (A)
2. After building a model, it is implemented in business operations. Identify the phase. (U)
3. Reviews are analysed to classify them as positive or negative. Identify the approach. (U)
4. Identify the type of analytics used to understand causes of production defects_____ (U)
5. Name the type of analytics used for forecasting future demand using historical data. (An)
6. An email system labels messages as spam or not spam. Which learning type is used? (U)
7. A robot learns optimal actions through environment feedback. Which Machine learning type is applied? (An)
8. A bank detects fraudulent transactions using patterns. Identify the application domain. (A)
9. Which analytical domain is used to optimize delivery routes using demand data? (A)
10. Employee attrition probability is predicted. Identify the analytics area. (A)
11. Sales data is viewed by region and time in a cube format. Identify the tool. (U)
12. Customers are grouped based on purchase behaviour. Identify the technique. (An)

(1 x 10 = 10)**PART B*****Answer any five questions each carries 2 marks***

13. Name any two data visualisation tools. (A)
14. A chart containing raw sales data is converted into structured rows and columns. Name the process involved. What is its significance? (An)

15. What do mean by social analytics? (U)
16. State the difference between data mining and data analytics. (An)
17. List any two application of business analytics. (A)
18. A retailer forecasts product demand for the next festive season. Identify the type of analytics. Justify your answer. (An)
19. What do you mean by machine learning? (U)

(2 x 5 = 10)

PART C

Answer any four questions each carries 5 marks

20. What do you mean by business analytics? What is the significance of analytics in business decisions? (An)
21. What are different ways by which business organisations collect data? (A)
22. Briefly explain various OLAP operators. (U)
23. Explain briefly the various types of machine learning techniques. (U)
24. A retail company uses an analytics system that recommends the best pricing, inventory levels, and promotional offers to maximize profit and reduce stock outs. Identify the type of business analytics used in this situation. Explain its importance in business decision-making. (An)
25. What is marketing analytics? Explain its significance in business decision-making. (A)

(5 x 4 = 20)

PART D

Answer any one question each carries 10 marks

26. What do you mean by cluster analysis? Describe various clustering methods. (An)
27. A large organization uses data analysis in multiple departments. It analyses customer purchase patterns to design promotions, predicts employee attrition to plan hiring, detects fraudulent financial transactions, and optimizes delivery routes to reduce logistics cost. Identify the concept illustrated in this scenario. Explain its applications in different business areas. (A)

(10 x 1 = 10)