

B B A DEGREE END SEMESTER EXAMINATION - MARCH 2026**SEMESTER 6: BUSINESS ANALYTICS****COURSE: 23U6CRBBA19: APPLICATION OF BUSINESS ANALYTICS***(For Regular 2023 Admission)*

Time: Three Hours

Max. Marks: 60

PART A**Answer All (1 mark each)**

1. Define data analytics in the context of business decision making.
2. Explain the use of the Pandas library in Python.
3. State the meaning of data cleaning in analytics.
4. Define Exploratory Data Analysis (EDA).
5. Explain the concept of predictive analytics.
6. Define model validation in business analytics.
7. Explain the role of the root node in a decision tree.
8. Explain the purpose of a boxplot in data visualization.

(1 x 8 = 8)**PART B****Answer any 6 (2 marks each)**

9. Write a Python program to calculate the average of three numbers.
10. Explain the advantages of using Python in business analytics.
11. Write a Python program using a **while** loop to print even numbers up to 20.
12. Explain function arguments and return values with an example.
13. Explain the applications of regression analysis in marketing analytics.
14. Explain any two data visualization techniques used in business analytics.
15. Explain the working principle of a decision tree algorithm.
16. Write a Python program to count the number of vowels in a given string.

(2 x 6 = 12)**PART C****Answer any 4 (5 marks each)**

17. Analyze the role of Python in modern business analytics.
18. Analyze how looping structures support large-scale data processing.
19. Write a Python program to generate the Fibonacci series up to n terms.
20. Analyze the use of regression models in demand forecasting.

21. Apply Python graphs to analyze customer purchase trends.
22. Apply decision tree models for employee performance evaluation.

(5 x 4 = 20)

PART D

Answer any 2 (10 marks each)

23. Evaluate how analytics-driven decision making improves business competitiveness.
24. Create a Python-based analytical framework for market trend analysis.
25. Recently, retail companies are using analytics for dynamic pricing strategies.
Apply regression analysis to explain dynamic pricing.
26. Apply decision tree techniques for fraud detection in financial institutions.

(10 x 2 = 20)