Dr. Babasaheb Ambedkar Open University Term End Examination July – 2023

Course **BBAR** Date 04-Aug-2023 Time **Subject Code BBAR-304** 09:30am to 11:45am **Subject Name Business Analytics Duration** 03 Hours Max. Marks 70 Section A **Answer the following (Attempt any three)** (30)1. Define Business Analytics. States its Objective for Business 2. Explain the Classification of Business Analytics 3. Explain the MS Excel formula for Binomial distribution and its important arguments. 4. Define data and its Various Sources of Data 5. Explain Life Cycle of Business Analytics Process **Section B Answer the following (Attempt any four)** (20)1. Write a Short Note on Prescriptive Analytics 2. Explain few Challenges in Business Analytics 3. What do you mean by a probability distribution, what are different? types of probability distributions? 4. Explain any Four Essential Tools used in Descriptive Analytics 5. Mention the scope of business analytics at different levels in an organization. Write down important data sources in the personal and business world. 6. Section C Part – A (Multiple Choice Questions) (10)1 Which type of business analytics generally uses statistical and machine learning algorithms. Α Descriptive В Predictive Prescriptive D Diagnostic 2 Which type of business analytics provides recommendation about optimization of business outcomes, includes simulation, etc Descriptive Predictive \mathbf{C} Prescriptive D Diagnostic Which type of business analytics gain information from historic data and provide us 3 various reports, visualization, and scorecards, etc. Descriptive Predictive Α Prescriptive D Diagnostic 4 Which type of business analytics emphasize "What did happen." A Descriptive Predictive Prescriptive D Diagnostic 5 The main essence of Diagnostic analytics is Choosing the best action among Thinking forward to avoid possible

consequences

D Finding the root cause of why

something happened good or bad

alternatives

Splitting big problem into smaller

C

6	Which of the following is NOT an important component of business analytics'			
	A Technology	В	Data Science	
	C Business Domain Knowledge	D	People management	
7	Out of the below analytical tool which one doesn't fall under prescriptive analytics			
	A Regression analysis	В	Linear programming	
	C Analytic hierarchy process	D	Combinational optimization	
8	Which type of analytics provides visualization of all critical business metrics			
	A Predictive analytic	В	Descriptive analytics	
	C Descriptive analytics	D	Prescriptive analytics	
9	Out of the following which level of business analytics, the maximum workforce is involved			
	A Analytics for critical problem solving	В	Decision Analytics	
	C Analytics for simple process improvements	D	Strategy Formation	
10	•			
	A Decision tree	В	Decision tree	
	C Linear programming	D	Regression analysis	
	Part _ R (T)n ac	Directed)	(10)
Part – B (Do as Directed) (10) Explain The following Terms:				
1	Diagnostic Analytic		A :	
2	Poisson Distribution			
3	Binomial Distribution			
4	T-Test	•		
5	Central Limit Theorem			
6	Descriptive Analytic			
7	Data			
8	Descriptive Analytic Data Z-Test Information Processistive Analytic			
9	Information			
10	Prescriptive Analytic			
