Roll No. ☐☐☐☐☐☐☐☐☐☐   Total No. of Pages : 01

Total No. of Questions : 08

M.Tech. (CSE Engg.)OE (2019 Batch) (Sem.–3)
BUSINESS ANALYTICS
Subject Code : MTOE301-18
M.Code : 76512

Time : 3 Hrs.   Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :
1.Attempt any FIVE questions out of EIGHT questions.
2.Each question carries TWELVE marks.

1. Discuss the need and scope of business analytics in the present dynamic environment. Explain by citing examples.

2. Write notes on :

   a. Need and application of descriptive statistics methods

   b. Sampling Methods

3. Write notes on :

   a. Skills required by business analytics personnel

   b. Role of visualization and exploration of data

4. What is data mining? Discuss in detail various data mining methodologies.

5. What is forecasting? Discuss important statistical forecasting models.

6. Discuss in detail the procedure of decision analysis. Explain by citing examples.

7. Write notes on :

   a. Application of business intelligence

   b. Data journalism

8. Write notes on :

   a. Newsvendor model

   b. Forecasting time series with seasonality

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.