

THE KAVERY ENGINEERING COLLEGE
(An Autonomous Institution)

MBA DEGREE END SEMESTER THEORY EXAMINATIONS, NOV /DEC 2024

Second Semester

Master of Business Administration

BA4206 - Business Analytics

Regulations - 2021

Duration : 3 Hrs

Maximum: 100 Marks

PART - A (ANSWER ALL QUESTIONS) (Marks 10*2=20)

<i>Q.No</i>	<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
1.	Write a note on Business Intelligence (BI).	RE	1	2
2.	Distinguish between data analytics and business analytics.	UN	1	2
3.	Recall the relationship between designers and developers.	RE	2	2
4.	What is data quality, and why is it important in BA?	RE	2	2
5.	Write a note on normally distributed data.	RE	3	2
6.	Interpret any two measures of descriptive statistics.	UN	3	2
7.	Distinguish between logic and data driven models.	UN	4	2
8.	Relate the significance of data cleaning in data mining.	UN	4	2
9.	List the methodologies of prescriptive analytics.	RE	5	2
10.	Recall the conditions for conducting an ANOVA test.	RE	5	2

PART - B (ANSWER ALL QUESTIONS) (Marks 5*13 = 65)

<i>Q.No</i>	<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
11.	a "Each step in the business analytics process has a past, present, and future dimension". Investigate the above statement.	UN	1	13
	Or			
	b Outline the relationship of the business analytics process with the organization decision making process.	UN	1	13
12.	a i Describe the differences between BA programs, projects, and teams and how they are used to align BA resources in firms.	AN	2	7
	ii Analyze the relationship between data warehouses and data marts and how they work together to support business intelligence.	AN	2	6
	Or			
	b i Asses why a centralized Business Analytics (BA) organization structure has advantages over other structures.	AN	2	7
	ii How does a firm change its culture of work and business operations to encourage collaboration? Explain.	AN	2	6

13.	a	Build your views on the types of data visualization techniques with a neat sketch. Also illustrate each types with examples.	AP	3	13
Or					
	b	Classify and explain the different types of probability and non-probability sampling methods in detail.	AP	3	13
14.	a i	Identify and explain the relationship between data quality and the accuracy of predictions in the predictive analytics process.	AP	4	7
	ii	Discuss the real time applications of predictive analytics in business.	UN	4	6
Or					
	b i	Classify and discuss data mining methodologies in detail.	AP	4	7
	ii	Examine the process and significance of outlier detection in data mining.	UN	4	6
15.	a	Analyze how descriptive analytics identifies trends and patterns, and explain its limitations in predictive modeling.	AN	5	13
Or					
	b i	Demonstrate how continuous improvement strategies contribute to better business performance over time.	AN	5	7
	ii	Compare and contrast the advantages and limitations of parametric tests compared to non-parametric tests in terms of assumptions and data requirements.	AN	5	6

*PART – C (Marks 1*15 = 15)*

<i>Q.No</i>		<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
16.	a	The literature in management information systems consistently suggests that a decentralized approach to resource allocation is the most efficient. Why then do you think the literature in BA suggests that the opposite —a centralized organization—is the best structure? Justify.	EV	2	15
Or					
	b	Evaluate the effectiveness of different strategies for managing information policy in organizations, particularly in relation to data privacy and compliance with regulations. How can organizations adapt their information policies to respond to emerging technologies and changing regulatory landscapes? Propose actionable recommendations for improving the information policy framework to enhance data governance and security.	EV	2	15