

THE KAVERY ENGINEERING COLLEGE
(An Autonomous Institution)

MBA DEGREE END SEMESTER THEORY EXAMINATIONS, NOV/DEC 2025

Second Semester

Master of Business Administration

BA4206/PMBT2426 - Business Analytics

Regulations – 2021 & 2024

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.	Define business analytics.	L1	1	2
2.	What are the components and significance of BA.	L1	1	2
3.	Outline the data and technology.	L1	2	2
4.	Define information policy	L1	2	2
5.	Define descriptive analytics.	L1	3	2
6.	Tell about descriptive statistics and sampling.	L1	3	2
7.	Define predictive analytics.	L1	4	2
8.	Define data mining.	L1	4	2
9.	What is prescriptive analytics?	L1	5	2
10.	List any two tools of prescriptive analytics.	L1	5	2

PART – B (ANSWER ALL QUESTIONS) (Marks 5*16 = 80)

<i>Q.No</i>	<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
11.	a i Illustrate the types and process of business analytics.	L2	1	8
	ii Explain the BA for competitive advantage.	L2	1	8
	Or			
	b Explain the framework of relationship with organizational decision making.	L2	1	16
12.	a Summarize the organizational structures aligning business analytics team.	L2	2	16
	Or			
	b Explain the how to managing information policy and data quality in business analytics.	L2	2	16
13.	a i Explain the visualizing and exploring the data techniques in business analytics.	L2	3	10
	ii Outline the significance of descriptive statistics.	L2	3	6
	Or			

	b	i	Explain the probability distribution for descriptive analytics.	L2	3	10
		ii	Explain the advantages of descriptive analytics.	L2	3	6
14.	a	i	Summarize the logic and data driven models.	L2	4	8
		ii	Illustrate how data mining used in predictive analysis.	L2	4	8
			Or			
	b	i	Steps involved in predictive analysis modeling and procedure.	L2	4	10
		ii	Explain the analysis of predictive analytic.	L2	4	6
15.	a		Explain in detail about the prescriptive analytics and modeling.	L2	5	16
			Or			
	b	i	Summarize on non linear optimization and its applications in business.	L2	5	8
		ii	Explain the Demonstrating Business performance Improvement.	L2	5	8