PRN:		Course Code :	UBA305

Second Year BBA End Semester Examination Winter 2023

Introduction to Business Analytics

Day and Date: Thursday, 21/12/2023 Max Marks: 100

Time : 2.00 PM to 5.00 PM Duration: 03 hrs

Instructions: All questions are compulsory.

		Marks	Bloom's Level	CLO
Q.1	**Attempt the following**			
a)	Explain the use of analytics which help organizations make data-driven decisions to enhance their operational efficiency and competitiveness. Provide examples of specific industries or businesses that have benefited from analytics-driven decision-making.	08	L1	CLO - 1
b)	Define the role analytics plays in advancing an organization's objectives.	08	L1	CLO - 1
c)	Characterize the nature of semi-structured data and its relevance.	09	L1	CLO - 1
	or			
d)	Highlight the influence of data pre-processing on the quality of analytical models.	09	L1	CLO - 1
Q.2	**Attempt the following**			
a)	Analyze the advantages and disadvantages of using graphical representations in data summarization.	08	L2	CLO – 2
b)	Illustrate how outliers can affect the measures of central tendency and provide real-world examples.	08	L2	CLO – 2
c)	Compare and contrast bar charts, histograms, and pie charts as data visualization tools, emphasizing their use cases.	09	L2	CLO – 2
	or			
d)	Critique the assumptions underlying regression analysis and their potential impact on results.	09	L2	CLO – 2
Q.3	**Attempt the following**			
a)	Justify the importance of obtaining informed consent from	08	L2	CLO – 3

individuals before collecting and processing their personal data.

b)	Critique the challenges that multinational corporations face in ensuring compliance with various global privacy regulations.	08	L2	CLO – 3
c)	Explain potential sources of bias in machine learning models and discuss methods to detect them.	09	L3	CLO – 3
	or			
d)	Assess the ethical considerations in using automated decision-making systems for college admissions and their potential impact on diversity.	09	L3	CLO – 3

Q.4 **Attempt the following**

a)	Compare and contrast the strengths and weaknesses of two popular analytics software tools.	08	L3	CLO – 4
b)	Explain the role of analytics in optimizing supply chain management for e-commerce companies and traditional retailers.	08	L3	CLO – 4
c)	Compare the best practices for presenting analytics findings to technical and non-technical stakeholders.	09	L4	CLO – 4
	or			
d)	Examine the significance of data visualization in conveying complex insights to decision-makers.	09	L4	CLO – 4

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