

P P SAVANI UNIVERSITY

Third Semester of MBA Examination

December 2022

SLMB8310 Data Analytics

22.12.2022, Thursday

Time: 09:00 a.m. To 11:30 a.m.

Maximum Marks: 60

Instructions:

1. The question paper comprises of two sections.
2. Make suitable assumptions and draw neat figures wherever required.
3. Use of scientific calculator is allowed.

SECTION - I

Q - 1	Define below mentioned terms. (Any Five)	[05]	CO	BTL
(i)	Data Analytics		1	2
(ii)	Business Intelligence		2	2
(iii)	Business Analytics		1	2
(iv)	Data		1	2
(v)	Information		2	2
(vi)	Chart		1	2
Q - 2	Analyze role of Data Analytics in Various fields.	[10]	3	4
	OR			
Q - 2 (a)	Differentiate between Business Intelligence and Business Analytics	[05]	2	3
Q - 2 (b)	Critically evaluate various types of business analytics	[05]	2	5
Q - 3	Evaluate 4 v's of Big Data	[10]	3	5
	OR			
Q - 3 (a)	Discuss Characteristics of Big Data.	[05]	3	2
Q - 3 (b)	Give detail on Components of Business Analytics	[05]	3	3
Q - 4	Attempt any one.	[05]		
(i)	Prescriptive Analysis		2	4
(ii)	Descriptive Analysis		2	4

SECTION - II

Q - 1	MCQ/Short Question/Fill in the Blanks (Any Five)	[05]		
(i)	Feedback form is _____(data mining / data warehousing)		1	1
(ii)	Regression analysis is _____type analysis(predictive/prescriptive)		2	2
(iii)	Define cluster		1	1
(iv)	What is data warehousing		2	1
(v)	Sources of data mining		2	2
(vi)	chart is form of _____(data interpretation / data visualization)		1	1
Q - 2	Discuss Data mining process with illustration	[10]	2	3
	OR			
Q - 2	Discuss cluster analytics with example.	[10]	3	4
Q - 3	What are different time series data analysis methods? - evaluate.	[10]	3	5
	OR			
Q - 3	Describe how social media analytics are useful for data analysis.	[10]	2	4
Q - 4	Attempt any one.	[05]		
(i)	Moving Average		2	4

CO : Course Outcome Number

BTL : Blooms Taxonomy Level

Level of Bloom's Revised Taxonomy in Assessment

1: Remember	2: Understand	3: Apply
4: Analyze	5: Evaluate	6: Create