PAPER ID-410091

Roll No:

MBA
(SEM III) THEORY EXAMINATION 2021-22
DATA ANALYTICS FOR BUSINESS DECISIONS

Time: 3 Hours   *Total Marks: 100*

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1.   Attempt *all* questions in brief.

Qno.	Question	Marks	CO
a.	Define data engineer.	2	1
b.	Define data.	2	1
c.	What do you understand by data cleaning?	2	2
d.	What is data collection?	2	2
e.	What is data science?	2	3
f.	What do you mean by deployment?	2	3
g.	What is R?	2	4
h.	What does data export mean?	2	4
i.	What is business analysis?	2	5
j.	What are the three pillars of data analytics?	2	5

SECTION B

2.   Attempt any *three* of the following:

a.	Who is data analyst, data engineer and data scientist? Explain skills set require in all of them.	10	1
b.	What is big data? Describe the main features of big data.	10	2
c.	What is data science life cycle? Explain.	10	3
d.	What is variable? Explain various types of data type available in R language.	10	4
e.	What is retail analytics? Why is analytics important in retail?	10	5

SECTION C

3.   Attempt any *one* part of the following:

a.	Explain the roles and responsibilities of data scientists.	10	1
b.	Discuss the applications that built on the concept of data science.	10	1

4.   Attempt any *one* part of the following:

a.	What is noisy data? How to handle noisy data?	10	2
b.	What is data quality and why does it matters?	10	2

5.   Attempt any *one* part of the following:

a.	What is data acquisition? Explain different types of data acquisition.	10	3
b.	What is data preparation? Discuss the process of data preparation.	10	3

6.   Attempt any *one* part of the following:

a.	How do you do analytics on unstructured data? Explain.	10	4
b.	What is exploratory data analysis? Why exploratory data analysis is important in data science.	10	4

7.   Attempt any *one* part of the following:

a.	How marketing uses analytics to solve problem.	10	5
b.	What are the various skills you should have by business analyst?	10	5