

Total No. of Questions : 5]

SEAT No. :

P-3820

[Total No. of Pages : 3

[6025]-208

M.B.A. (Revised)

205 - BA : BASIC BUSINESS ANALYTICS USING R

(SC-BA-01) (2019 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) All questions carry equal marks.

Q1) Answer the following questions (Any Five) :

[10]

- a) What is the use of help () function in R?
- b) Describe the R environment.
- c) State the difference between head () and tail () commands used in R.
- d) State the various skills required for good business analyst.
- e) List any 4 data visualization tools.
- f) Define prescriptive analytics.
- g) Business Intelligence (BI) is a broad category of application Programs which includes _____.
 - i) Decision support
 - ii) Data mining
 - iii) OLAP
 - iv) All of the mentioned

P.T.O.

h) What types of analytics, gain insight from historical data with reporting, scorecards, clustering, etc.

i) Predictive

ii) Descriptive

iii) Prescriptive

iv) Decisive

Q2) Answer the following questions. (Any 2)

[10]

a) Explain the difference between data analyst and business analyst.

b) Explain the basics of Web Scrapping.

c) Demonstrate the different steps in the analytical decision making process using an example.

Q3) Answer the following questions. (Any 1)

[10]

a) Explain the following functions with example.

i) `cbind ()`

ii) `rbind ()`

iii) `sapply ()`

iv) `apply ()`

v) `tapply ()`

b) Explain various stages of organizations in terms of data maturity.

Q4) Answer the following questions. (Any 1)

[10]

- a) Explain the application of Business analytics in HR analytics.
- b) Explain the application of Business analytics in Marketing domain.

Q5) Answer the following questions. (Any 1)

[10]

- a) Write a R program to create a Fibonacci series e.g. 1, 1, 2, 3, 5, 8,
- b) Explain the application of business analytics in Retail analytics.

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