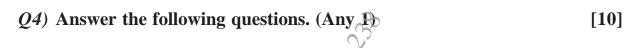
Total No.	of Questions: 5]	00	SEAT No. :	
P-3820			[Total No.	of Pages : 3
	[6025]]-208		
	M.B.A.(I	Revised)		
	205 - BA : BASIC BUSINES	SS ANALY	TICS USING	R
	(SC-BA-91) (2019 Pat	ttern) (Sei	nester - II)	
<i>Time</i> : 2 ¹ /				Marks: 50
Instruction	ons to the condidates:		37	
1)	All questions are compulsory.			
2)	All questions carry equal marks.			
	CY 30°	3		
<i>Q1</i>) Ans	swer the following questions (A	any Five):	CO STORY	[10]
a)	What is the use of help () funct	ion in R?	×.0	
b)	Describe the R environment.	D 32		
c)	State the difference between he	ad () and ta	il () commands u	sed in R.
d)	State the various skills required	for good bu	isiness analyst.	.90
e)	List any 4 data visualization too	ls.		
f)	Define prescriptive analytics.			SSO
g)	Business Intelligence (BI) is a	broad categ	ory of application	n Programs
	which includes		9	
	Q			
<	i) Decision support		20, 201,	
6	ii) Data mining		3 50	
	iii) OLAP	C	33	
	iv) All of the mentioned	20.7	ory of application	

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		
		15 50°		
Q 2)	Ans	wer 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.		
<i>(</i> 13)	Δnc	wer the following questions (Any 1) [10]		
Q3) Answer the following questions (Any 1) [10]				
	a)	Explain the following functions with example.		
		i) cbind ()		
	4	ii) rbind()		
	C	iii) sapply ()		
(iv) apply ()		
		Explain the following functions with example. i) cbind () ii) rbind () iv) apply () v) tapply () Explain various stages of organizations in terms of data maturity.		
	b)	Explain various stages of organizations in terms of data maturity.		
[602	25]-2	08 2 S		



- 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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