



DCBB – 402

IV Semester B.B.A. Examination, September/October 2023

(NEP – Freshers)

**BUSINESS ADMINISTRATION**

**Paper – 4.2.1 (DSC) : Business Analytics**

Time : 2½ Hours

Max. Marks : 60

**Instruction :** Answers should be written in **English** only.

**SECTION – A**

1. Answer **any 5** out of 7.

**(5×2=10)**

- a) Give the meaning of Big data.
- b) What do you mean by Descriptive analytics ?
- c) What do you mean by data warehouse ?
- d) What is an open source software ?
- e) Mention any 4 softwares/programming languages used in data analytics.
- f) Define SQL.
- g) Explain the concept of 'measure' in data visualisation.

**SECTION – B**

Answer **any 3** out of 5.

**(3×4=12)**

2. What do you mean by
  - a) Predictive analytics.
  - b) Prescriptive analytics.
3. What are the various sources of data ?
4. Briefly explain about Path Analysis.
5. What is an aggregate function in SQL ?
6. Explain the concept of dashboard and storyboard in data visualization.

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SECTION – C

Answer 3 out of 5.

(3×10=30)

7. State the various uses of Business analytics.
8. Explain with example the types of digital data.
9. What are the advantages and disadvantages of proprietary software ?
10. Mention the various categories of SQL commands and also give the list of commands under each category.
11. What is a chart ? Mention the different types of charts available in a data visualization software and explain them.

SECTION – D

(Skill based question)

Answer any 1 out of 2.

(1×8=8)

12. How is business analytics used in human resource management ?

OR

13. Explain how data visualisation can help in increasing market share.

