CBCS SCHEME

USN

BAD714B

Seventh Semester B.E./B.Tech. Degree Examination, Dec.2025/Jan.2026
Business Analytics

Time: 3 hrs. Max. Marks: 100

Note: 1. Answer any FIVE full questions, choosing ONE full question from each module.
2. M : Marks , L: Bloom's level , C: Course outcomes.

		Module – 1	M	L	C
Q.1	a.	List some capabilities of information systems that can facilitate managerial decision making.	8	L2	CO1
	b.	List and briefly describe Simon's four phases of decision making.	6	L2	CO1
	c.	What is Business Intelligence? Describe a High-Level Architecture of Business Intelligence.	6	L2	CO1
		OR			
Q.2	a.	Explain how financial services are more personalized with AI support.	8	L2	CO1
	b.	Define Chatbot. What are the major drivers of Chatbot technology?	6	L2	CO1
	c.	What is descriptive analytics? What are the various tools that are employed in descriptive analytics?	6	L2	CO1
		Module – 2			
Q.3	a.	List some of the characteristics (metrics) that define the readiness level of data for an analytics study.	8	L2	CO2
	b.	Explain simple taxonomy of data.	8	L2	CO2
	c.	What are the critical success factors for Big data analytics?	4	L2	CO2
		OR			
Q.4	a.	What is a Box-and-Whisker's plot? What types of statistical information does it represent?	8	L2	CO2
	b.	How to define Big data? Explain the ' V's ' that are used to define Big data.	8	L2	CO2
	c.	What are the most important assumptions for linear regression?	4	L2	CO2
		Module – 3			
Q.5	a.	List fundamental characteristics of data warehousing.	8	L2	CO3
	b.	Describe the major components of a data warehouse.	8	L2	CO3
	c.	Bring out differences between OLAP and OLTP data analysis technique in data warehouses.	4	L2	CO3

		OR			
Q.6	a.	Explain different types of chart and graphs used for information visualization.	8	L2	CO3
	b.	What is a business report? What are the main characteristics of a good business report?	8	L2	CO3
	c.	What is an information dashboard? List three layers of information portrayed on dashboards.	4	L2	CO3
		Module – 4			
Q.7	a.	Define data Mining. Explain the major characteristics and objectives of data mining.	8	L2	CO4
	b.	Explain some major data mining methods.	8	L2	CO4
	c.	List factors that are considered in assessing the model.	4	L2	CO4
		OR			
Q.8	a.	List and briefly discuss the major components of a quantitative model.	8	L2	CO4
	b.	What are the major data mining processes?	8	L2	CO4
	c.	Define what it means to perform decision making under assumed certainity, risk and uncertainity.	4	L2	CO4
		Module – 5			
Q.9	a.	What is text mining? What are some of the most popular application areas of text mining?	10	L2	CO5
	b.	What are the most common tasks addressed by NLP?	10	L2	CO5
		OR			
Q.10	a.	Explain Social Network Analysis metrics.	10	L2	CO5
	b.	What is Social Media analytics? List best practices in social media analytics.	10	L2	CO5

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