QP CODE: D1BAN2502	**(Pages: 2)**	**Reg. No**	**: .....**
		Name	**: .....**

FIRST SEMESTER FYUGP (Regular) EXAMINATION, NOVEMBER 2025

Discipline Specific Core (DSC) Courses - Major

BAN1CJ102 : Introduction to Business Analytics

(Credits: 4)

Time: 2 Hours **Maximum Marks: 70**

Section A

Answer the following questions. Each carries 3 marks (Ceiling: 24 marks)

1.	Define qualitative data.	BL1	CO1, CO2, CO3, CO4
2.	State one example of association rules in retail.	BL3	CO1, CO2, CO3, CO4
3.	Explain sentiment analysis in simple terms.	BL2	CO1, CO2, CO3, CO4
4.	What is a data cube in OLAP?	BL2	CO1, CO2, CO3, CO4
5.	Differentiate between data analysis and business analytics.	BL4	CO1, CO2, CO3, CO4
6.	Give one example of prescriptive analytics used in retail.	BL2	CO1, CO2, CO3, CO4
7.	Differentiate between training data and testing data.	BL2	CO1, CO2, CO3, CO4
8.	Explain how financial analytics helps in risk management.	BL2	CO1, CO2, CO3, CO4
9.	What are pivot tables used for in dashboards?	BL2	CO1, CO2, CO3, CO4
10.	Give one example of transforming data into information.	BL3	CO1, CO2, CO3, CO4

(PTO)

Section B			
Answer the following questions. Each carries 6 marks (Ceiling: 36 Marks)			
11.	Analyze how visualization tools help managers in real-time decision-making.	BL3	CO1, CO2, CO3, CO4
12.	Explain classification with an example.	BL2	CO1, CO2, CO3, CO4
13.	Illustrate how campaign performance can be measured using analytics.	BL3	CO1, CO2, CO3, CO4
14.	Discuss how BI tools help managers in problem-solving.	BL3	CO1, CO2, CO3, CO4
15.	Compare the data preparation and modeling phases.	BL4	CO1, CO2, CO3, CO4
16.	Discuss the challenges in handling unstructured data.	BL4	CO1, CO2, CO3, CO4
17.	Explain the importance of machine learning in business analytics.	BL2	CO1, CO2, CO3, CO4
18.	Compare the use of analytics in recruitment versus training.	BL2	CO1, CO2, CO3, CO4
Section C			
Answer any one question. Each carries 10 marks (1 x 10 = 10 Marks)			
19.	Describe the three types of machine learning (supervised, unsupervised, reinforcement) and analyze their applications in business.	BL3	CO1, CO2, CO3, CO4
20.	A manufacturing company tracks machine downtime, production cycles, and defect rates to improve efficiency. A)How can operations analytics help in reducing production bottlenecks? B) Discuss how predictive maintenance can be applied using collected data	BL3	CO1, CO2, CO3, CO4
	CO : Course Outcome		
	BL : Bloom's Taxonomy Levels (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)		