

QP CODE: D2BCM2402		(Pages: 2)		Reg. No :	
				Name :	
SECOND SEMESTER FYUGP EXAMINATION, APRIL 2025					
MINOR COURSE					
COM2MN109 : Data Analytics for Business					
(Credits: 4)					
Time: 2 Hours			Maximum Marks: 70		
Section A					
Answer the following questions. Each carries 3 marks (Ceiling: 24 marks)					
1.	Define descriptive analytics.	BL1	CO1, CO2, CO3		
2.	Name one challenge commonly faced in data science projects.	BL1	CO1, CO2, CO4		
3.	Describe the structure and business use of trees in data structuring.	BL2	CO1, CO2, CO4		
4.	What are the characteristics of quantitative data?	BL1	CO1, CO2		
5.	What is the purpose of data cleaning in data preprocessing?	BL1	CO1, CO2, CO4		
6.	Why is data-driven decision-making considered better than intuition-based decision-making?	BL2	CO1, CO2, CO3, CO4		
7.	Define data analytics in the context of business.	BL2	CO1, CO2, CO3, CO4		
8.	Define SQL Clustering in database management.	BL2	CO1, CO2, CO3, CO4		
9.	How would you use data visualization to identify trends in a dataset?	BL3	CO1, CO2, CO3, CO4		
10.	Explain the role of charts and graphs in Data Visualization.	BL3	CO1, CO2, CO3, CO4		
Section B					
Answer the following questions. Each carries 6 marks (Ceiling: 36 Marks)					
11.	Explain how data analytics transforms decision-making in organizations.	BL5	CO1, CO2, CO3, CO4		
12.	List and explain the key steps to validate data accuracy in a customer database.	BL3	CO1, CO2, CO3, CO4		
13.	Compare and contrast all four levels of measurement scales with examples.	BL4	CO1, CO2, CO3, CO4		
(PTO)					

14.	Evaluate the effectiveness of Big Data Analytics in enhancing decision-making in business.	BL5	CO1, CO2, CO3, CO4
15.	Explain how Machine Learning is used in fraud detection in the banking industry.	BL3	CO1, CO2, CO3, CO4
16.	Explain topic modelling with an example.	BL2	CO1, CO2, CO3, CO4
17.	Discuss the importance of data collection in the analytics process and how it impacts the quality of the final insights.	BL2	CO1, CO2, CO3, CO4
18.	Explain the use of classification to predict loan defaulters.	BL3	CO1, CO2, CO3, CO4

Section C

Answer any one question. Each carries 10 marks (1 x 10 = 10 Marks)

19.	Analyze the role of predictive analytics and business intelligence in shaping business strategies, supporting your answer with examples or case studies.	BL5	CO1, CO2, CO3, CO4
20.	ABC Retail, a nationwide supermarket chain, struggled with stockouts of fast-moving products while overstocking slow-moving items. To address this, they implemented an operations analytics system that analyzed past sales trends, seasonality, supplier lead times, and customer preferences. How can analytics help the company? What are the data sources that can be used ?	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)