

QP CODE: D2BCM2402 (S1)	(Pages: 2)	Reg. No :
		Name :
SECOND SEMESTER FYUGP EXAMINATION, APRIL 2026 (Improvement/Supplementary - 2024 Admissions) Discipline Specific Core (DSC) Courses - Minor 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. List two key concepts in business analytics.	BL1	CO1, CO2, CO4
2. Name one area of study in data science and give a short description.	BL1	CO1, CO2, CO4
3. What is the difference between qualitative and quantitative data?	BL2	CO1, CO2
4. Differentiate between linear and non-linear data structures.	BL4	CO1, CO2, CO3, CO4
5. Define data and information with examples.	BL1	CO1, CO2, CO3, CO4
6. How does Big Data Analytics differ from traditional analytics?	BL2	CO1, CO2, CO3, CO4
7. Define Machine Learning (ML) in simple terms.	BL2	CO1, CO2, CO3, CO4
8. Name two statistical and programming tools used in data analytics.	BL1	CO1, CO2, CO3, CO4
9. What is text analytics?	BL2	CO1, CO2, CO3, CO4
10. What is the purpose of exploratory data analysis (EDA)?	BL2	CO1, CO2, CO3, CO4
Section B		
Answer the following questions. Each carries 6 marks (Ceiling: 36 Marks)		
11. Discuss the significance of business analytics tools in improving operational efficiency in healthcare. Provide two specific examples.	BL3	CO1, CO2, CO4
12. Explain how real-time data analytics can enhance operational efficiency in organizations.	BL3	CO1, CO2, CO3, CO4
13. Evaluate the effectiveness of data governance policies in ensuring data quality across organizations.	BL5	CO1, CO2, CO3, CO4
(PTO)		

14.	Explain how data cleaning techniques contribute to improved accuracy in predictive modelling.	BL4	CO1, CO2, CO3, CO4
15.	Analyze the impact of data-driven decision-making on business efficiency and competitiveness.	BL4	CO1, CO2, CO3, CO4
16.	Explain the difference between supervised and unsupervised learning in data mining.	BL1	CO1, CO2, CO3, CO4
17.	List and explain the major steps in the data analytics lifecycle.	BL1	CO1, CO2, CO3, CO4
18.	Explain some of the spreadsheet based tools used in data analytics.	BL3	CO1, CO2, CO3, CO4

Section C

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

19.	Design a customer feedback analysis system that utilizes all four measurement scales. Justify the use of each scale with examples.	BL6	CO1, CO2, CO3, CO4
20.	XYZ Corp, a mid-sized IT services company, has been facing a high employee attrition rate over the past two years. To address this issue, the HR team decided to leverage data analytics. They collected historical employee data, including tenure, salary, promotion history, work-life balance scores, job satisfaction levels, and performance ratings. What insights can be given by business analytics to reduce attrition?	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)