

QP CODE: D2BBA2507		Reg. No :	
		Name :	
SECOND SEMESTER FYUGP EXAMINATION, APRIL 2026			
(Regular - 2025 Admissions)			
Discipline Specific Core (DSC) Courses - Minor			
BBA2MN106 : 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 "business intelligence" as it relates to analytics.	BL1	CO1, CO2
2.	Identify one application of data analytics in the healthcare sector.	BL1	CO1, CO2, CO3, CO4
3.	Differentiate between Nominal and Ordinal scales using business-related examples.	BL2	CO1, CO2, CO4
4.	State the role of NoSQL databases in Big Data analytics.	BL2	CO1, CO2, CO3, CO4
5.	Explain the application of business analytics in increasing customer happiness.	BL3	CO1, CO2, CO3, CO4
6.	Why is information considered more valuable than data?	BL2	CO1, CO2, CO3, CO4
7.	What technique would you use to handle missing data in a dataset?	BL3	CO1, CO2, CO3, CO4
8.	Define the term "classification" in data mining.	BL1	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.	Assess the future prospects of business analytics and how emerging trends may affect its evolution.	BL3	CO1, CO2, CO3, CO4
12.	Discuss the influence of big data on the evolution of business analytics over recent years.	BL2	CO1, CO2, CO4
13.	With examples, explain how big data and small data are used differently in business analytics.	BL3	CO1, CO2, CO3, CO4
14.	What challenges are faced in maintaining data quality and how can they be overcome?	BL5	CO1, CO2, CO3, CO4
15.	Explain the three V's of Big Data.	BL1	CO1, CO2, CO3, CO4
16.	Explain the use of sentiment analysis to understand the public view regarding a new movie teaser.	BL2	CO1, CO2, CO3, CO4
17.	Explain the concept of SQL clustering in data analytics. How does clustering help in organizing and retrieving data efficiently?	BL1	CO2, CO3, CO4
18.	Explain how Machine Learning is used in fraud detection in the banking industry.	BL3	CO1, CO2, CO3, CO4
Section C. Answer any one question. Each carries 10 marks (1 x 10 = 10 Marks)			
19.	Propose a comprehensive data collection and pre-processing strategy for a retail business looking to improve customer segmentation.	BL6	CO1, CO2, CO3, CO4
20.	Discuss how data analytics enhances decision-making in marketing with real-life examples.	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)			