

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATION- 2024

B.Tech-VI Semester (All Branches)

COURSE CODE (CREDITS): 18B1WHS632 (3)

MAX. MARKS: 15

COURSE NAME: BUSINESS ANALYTICS

COURSE INSTRUCTORS: Dr. Amit Srivastava

MAX. TIME: 1 Hour

Note: (a) All questions are compulsory.

(b) Marks are indicated against each question in square brackets.

(c) The candidate is allowed to make Suitable numeric assumptions wherever required for solving problems

1. "Business Analytics is a process of transforming data into actions". Discuss. [2] (CO1)
2. Briefly discuss the differences among three similar terms – analytics, business analytics and business intelligence. [3] (CO1)
3. What do you understand by "Spectrum of Business Analytics"? How different types of analytics are used along with their tools, depending upon degree of complexity and competitive advantage? [3] (CO2)
4. "An Influence Diagram may be a suitable tool to understand qualitative relationships among variables however it is not suitable for developing a quantitative model". Discuss the statement with the help of suitable example. [3] (CO2)
5. M/s Goel Motors, a big car dealer in the area, wants to know about the satisfaction level of their customers about the services provided to them. Design few questions for them, such that, which includes all the types of variables discussed in the class. (Number of questions should be at least 8). [4] (CO3)