JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2 EXAMINATION- OCTOBER 2018

B.Tech VII Semester (All Branches)

COURSE CODE: 17B1WHS733 **MAX. MARKS:25**

COURSE NAME: BUSINESS ANALYTICS

COURSE CREDITS: 3 **MAX. TIME: 1 Hr 30 mins**

Note: All questions are compulsory. Carrying of mobile phone during examinations will be treated as case of unfair means.

The question paper is divided into two sections. Section A is compulsory for all. In section B, different data files are to be used for Odd and Even roll number students. The file name for Odd and Even roll numbered students are T2 – ODD.xlsx and T2 – EVEN.xlsx respectively.

There are three active sheets for three different questions. Solve the questions in Excel and write the important steps and output in your answer sheet.

SECTION A

1. "Business Analytics is used to create novel insights from business data". Discuss. (CO2) (3)

2. How the knowledge of Business Analytics can be used to help a startup company? Discuss by sighting one example. (CO5) (3)

3. What are metric and non-metric variables? What kinds of information can be captured using different types of variables? (CO3) (3)

4. Suppose that average height of a JUIT student follows a normal distribution with mean 155 cm and standard deviation of 15 cm. Also suppose about 80% of JUIT students are taller than you.
   a) What fraction of students has height more than 140 cm? (CO2) (1.5x2=3)
   b) What is your height?

SECTION B

5. As given in Sheet 1 of the data file T2 – Odd or T2 – Even (CO3) (5)

6. As given in Sheet 2 of the data file T2 – Odd or T2 – Even (CO5) (4)

7. As given in Sheet 3 of the data file T2 – Odd or T2 – Even (CO4) (4)