

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2 EXAMINATION- Oct 2017

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 output in your answer sheet.*

**SECTION A**

1. Define Business Analytics. Differentiate between Algebraic Models and Spreadsheet Models. (3)
2. Differentiate between Scatterplots and Trend Line. In which case they should be used? (3)
3. "All bell-shaped symmetrical curves may necessarily be a normal curve". Discuss with the help of relevant diagram. (4)

**SECTION B**

4. ABC Limited is planning to open its store at different location. The expected outcome depend not only the store size but also the economic conditions. Calculate the EMV of the given conditions and draw the decision tree also. (Sheet 1 of the data file T2 – Odd or T2 - Even) (4)
5. As given in Sheet 2 of the data file T2 – Odd or T2 – Even (5)
6. As given in Sheet 3 of the data file T2 – Odd or T2 – Even (6)

7