

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT  
 TEST -1 EXAMINATION- FEB-2025

COURSE CODE (CREDITS): 18B1WHS632  
 COURSE NAME: BUSINESS ANALYTICS  
 COURSE INSTRUCTORS: Dr. Amit Srivastava

MAX. MARKS: 15

MAX. TIME: 1 Hour

*Note: All questions are compulsory. Marks are indicated against each question in square brackets. Make suitable assumptions wherever necessary.*

1. "Business Analytics use different tools for different types of analytics". Discuss the statement with suitable examples in each case. [3] (CO1)
2. Briefly discuss the "7-steps of Modeling Process" normally used in Business Analytics. [3] (CO1)
3. Following are the box plot of distribution of Salary (a) and Weight (b) of people of a society:



Comment on the distribution pattern in both the cases. Substantiate your answer with the help of another distribution diagram. [3] (CO2)

4. Consider the extract of a dataset given below: [6] (CO3)

Household	Family Size	Gender	Income
1	2	Male	\$58,206
2	6	Female	\$48,273
3	3	Female	\$37,582
4	1	Male	\$56,610
5	3	Female	\$37,731
6	4	Female	\$30,434
7	1	Male	\$47,969
8	1	Male	\$55,487
9	3	Male	\$59,947
10	6	Female	\$36,970

Extract the relevant information based on the ratio, ordinal and nominal variable. Present the information suitably so that it can be read and understood with ease.