

Department of MBA
MidExamination Question Bank (R22 Regulation)

Academic Year: 2024-25

II-year Semester: I

Subject Name: BUSINESS ANALYTICS (22MB303PC)

Faculty Name: Dr. MOHAMMED IRFAN & Dr. B. VASANTHA LAKSHMI

PART-A

Q.No	Questions	Marks	BL	CO	Unit No
1	What is Business Analytics?	2M	L1	CO1	UNIT-I
2	What is the role of data in the context of Business Analytics?	2M	L1	CO1	UNIT-I
3	What is Big Data?	2M	L1	CO1	UNIT-I
4	Provide an example of a Data Visualization tools in BA.	2M	L2	CO1	UNIT-I
5	Define types of Business Analytics.	2M	L1	CO1	UNIT-I
6	What is Pivot Table and its usefulness in BA?	2M	L2	CO1	UNIT-I
7	Define 'population' and 'sample' in the context of statistics.	2M	L1	CO2	UNIT-II
8	What is random sampling?	2M	L1	CO2	UNIT-II
9	Define Measures of Dispersion.	2M	L1	CO2	UNIT-II
10	Define Probability Distribution.	2M	L1	CO2	UNIT-II
11	Define Discrete Probability Distribution.	2M	L1	CO2	UNIT-II
12	What is Data Modelling?	2M	L1	CO2	UNIT-II
13	Explain the importance of Karl Pearson Correlation.	2M	L2	CO3	UNIT-III
14	Explain the importance of Regression.	2M	L2	CO3	UNIT-III
15	What is Linear Discriminant Analysis?	2M	L1	CO3	UNIT-III
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16	What is ANOVA?	2M	L1	CO3	UNIT-III
17	State the method used to find the best-fit line in regression analysis.	2M	L1	CO3	UNIT-III
18	List two differences between simple and multiple regression.	2M	L1	CO3	UNIT-III
19	What is scope of Data Mining?	2M	L1	CO4	UNIT-IV
20	What is the role of Data Mining in Business Analytics?	2M	L2	CO4	UNIT-IV
21	What are the steps of Data Exploration?	2M	L1	CO4	UNIT-IV
22	What is an association rule in data mining?	2M	L1	CO4	UNIT-IV
23	What is cluster analysis used for?	2M	L1	CO4	UNIT-IV
24	Define K-nearest neighbours.	2M	L1	CO4	UNIT-IV
25	Define Random number generation.	2M	L1	CO5	UNIT-V
26	Explain about "What-if analysis".	2M	L2	CO5	UNIT-V
27	Explain the importance Monte Carlo Simulation.	2M	L2	CO5	UNIT-V
28	What is risk analysis?	2M	L2	CO5	UNIT-V
29	State the purpose of decision tree analysis.	2M	L1	CO5	UNIT-V
30	What is meant by verification in simulation?	2M	L1	CO5	UNIT-V

PART-B

1	What is the need of Business Analytics? How it is helpful in any organization illustrate with an example.	4M	L3	CO1	UNIT-I
2	Explain types of business analytics with necessary examples.	4M	L2	CO1	UNIT-I
3	Define Business Analytics. Discuss the Need and Components of Business Analytics with relevant examples.	4M	L3	CO1	UNIT-I
4	Explain difference between Data Analytics and Business Analytics.	4M	L2	CO1	UNIT-I
5	Discuss how data queries are useful in data analysis.	4M	L2	CO1	UNIT-I
6	Explain the importance of statistical methods in summarizing data.	4M	L2	CO1	UNIT-I
7	Describe the process of exploring data using pivot tables.	8M	L2	CO1	UNIT-I
8	Illustrate how you would use a data visualization tool, such as Excel or Power BI, to create a dashboard showing key performance indicators (KPIs) like total sales, average order value, and customer demographics.	8M	L3	CO1	UNIT-I
9	Given a dataset of a retail store's monthly sales, demonstrate how you would use a pivot table to summarize the sales performance by product category and month. Include the steps and key metrics you would analyses.	8M	L3	CO1	UNIT-I
10	Explain the concept of Measures of Dispersion in Business Analytics.	4M	L2	CO2	UNIT-II
11	What is Measures of Association? Is it important in Business Analytics?	4M	L2	CO2	UNIT-II
12	Illustrate the concept of a probability distribution with a suitable example.	4M	L2	CO2	UNIT-II
13	Explain why random sampling is important in probability distribution modeling.	4M	L2	CO2	UNIT-II
14	Describe the process of data modeling and distribution fitting.	4M	L2	CO2	UNIT-II
15	Discuss the importance of measures of variability in data analysis.	4M	L2	CO2	UNIT-II
16	Define Probability Distribution and its implication in Business Analytics.	8M	L1	CO2	UNIT-II
17	What is Data modeling and illustrate suitable examples?	8M	L3	CO2	UNIT-II
18	Suppose you have the exam scores of 30 students. Demonstrate how to calculate the mean, median, and standard deviation. Interpret what these measures of location and dispersion indicate about the performance of the students.	8M	L3	CO2	UNIT-II
19	What do you mean by correlation? Mention any four uses of it?	4M	L2	CO3	UNIT-III
20	Explain, what is mean by coefficient of correlation between two variables.	4M	L2	CO3	UNIT-III
21	What are the Methods of Predictive Analytics?	4M	L1	CO3	UNIT-III
22	Explain Two Way ANOVA with relevant examples.	4M	L3	CO3	UNIT-III
23	Discuss the importance of building good regression models in predictive analytics.	4M	L3	CO3	UNIT-III

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24	Explain difference between Correlation Analysis and Regression analysis.	4M	L2	CO3	UNIT-III
25	Describe the purpose of conducting One Way ANOVA Test.	4M	L3	CO3	UNIT-III
26	How does linear discriminant Analysis (LDA) Differ from Regression Analysis?	4M	L2	CO3	UNIT-III
27	Explain the significance of the coefficient of determination (R^2) in Regression Analysis.	4M	L3	CO3	UNIT-III
28	What does ANOVA stand? Explain its application in Business Analytics.	4M	L2	CO3	UNIT-III
29	What is Unsupervised learning and explain it with examples?	4M	L3	CO4	UNIT-IV
30	Explain about Data Partitioning with its techniques.	4M	L2	CO4	UNIT-IV
31	Describe briefly the systematic approach for building good regression models.	4M	L2	CO4	UNIT-IV
32	What is data reduction and explain steps of data reduction and Preparation?	4M	L2	CO4	UNIT-IV
33	Explain the concept of Association rules in Data Mining.	4M	L2	CO4	UNIT-IV
34	Describe the purpose of conducting a one-way ANOVA test.	4M	L2	CO4	UNIT-IV
35	Discuss the role of logistic regression in classification problems.	8M	L2	CO4	UNIT-IV
36	Explain how classification trees differ from regression trees in data mining.	8M	L2	CO4	UNIT-IV
37	Differentiate between supervised and unsupervised learning with examples.	8M	L2	CO4	UNIT-IV
38	What is process of Risk Analysis and Discuss the various techniques?	4M	L2	CO5	UNIT-V
39	What are the Methods of Verification and Validation?	4M	L2	CO5	UNIT-V
40	Write the practical applications of Simulation.	4M	L3	CO5	UNIT-V
41	Explain Decision tree analysis with an example.	4M	L3	CO5	UNIT-V
42	Suppose a company wants to analyze the risk associated with launching a new product. Demonstrate how you would use Monte Carlo simulation to model the uncertainty in sales projections. Describe the steps involved, from random number generation to interpreting the simulation results.	4M	L3	CO5	UNIT-V
43	Describe the process of validating a simulation model.	4M	L2	CO5	UNIT-V
44	Discuss the importance of risk analysis in decision-making.	8M	L2	CO5	UNIT-V
45	Explain how random numbers are used in simulation models.	8M	L2	CO5	UNIT-V
46	What is the difference between verification and validation in simulation?	8M	L2	CO5	UNIT-V