

ADMISSION NUMBER											

School of Business

Bachelor of Business Administration in Business Analytics
Mid Term Examination - Nov 2023

Duration : 90 Minutes
Max Marks : 50

Sem III - D1UF301T - Introduction to Business Analytics

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Describe the objective of applying t-test in business decision making. K2 (2)
 - 2) list any three tools/techniques of predictive analytics. K1 (3)
 - 3) Explain why analytics is important in today's business environment and how organizations are implementing it. K2 (4)
 - 4) Describe concepts of Mean and Standard deviation. How can both help in solving business problems? K2 (6)
 - 5) What are components and uses of decision support system? K3 (6)
 - 6) A manager wants to understand whether there is a significant difference in customer perception towards his smartphone brand between male and female customers. Solve the business problem by applying an appropriate statistical tool. Provide a suitable example. K3 (9)
 - 7) Distinguish among different measures of dispersion by giving suitable examples. K4 (8)
 - 8) Examine classification of data by type of measurement scale. K4 (12)
- OR**
- Analyze applications of business analytics in sports. K4 (12)