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V Semester B.Com. Degree Examination, February/March - 2024

COMMERCE**Business Data Analytics****(NEP CBCS Scheme)****Paper : 5.4****Time : 2½ Hours****Maximum Marks : 60****Instructions to Candidates:**

Answers should be written completely in English.

SECTION - A**Answer any FIVE of the following questions. Each question carries 2 marks. (5×2=10)**

1. a) What do you mean by Descriptive analytics?
b) Write two importance of Data Quality.
c) What is data warehousing?
d) Define Probability.
e) Define "Data Visualization" in business analytics.
f) What are two key advantages of using power BI software?
g) Define Prescriptive Analytics.

SECTION - B**Answer any FOUR of the following questions. Each question carries 5 marks.****(4×5=20)**

2. Explain Prescriptive Analytics with suitable example.
3. Explain the significance of Multi-criteria Decision-Making in complex business decision scenario.
4. Discuss the concept of probability and its relevance in business decision-making.
5. Write key stages involved in the analytics Process Model.
6. Explain the primary purpose of a data warehouse in a business environment.

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SECTION - C

Answer any TWO of the following questions. Each question carries 12 marks.

(2×12=24)

7. Define predictive modelling and explain its primary purpose in data analysis and decision making within businesses.
8. Explain data visualization and its importance in business analytics. Discuss the benefits of using visualization techniques in presenting business data.
9. Write about three techniques used in data cleaning and preprocessing.

SECTION - D

Answer any ONE of the following questions. The question carries 6 marks.(1×6=6)

10. What role does prescriptive analytics play in optimizing decision-making processes within businesses?
11. Explain the visualization tools in business analytics.

