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Reg. No.

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V Semester B.B.A. Degree Examination, April - 2022

BUSINESS MANAGEMENT

Marketing Analytics

(Regular)

(CBCS Scheme 2019-20)

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

Answer should be written in English.

SECTION - A

I. Answer any FIVE of the following.

(5×2=10)

1. a) What is Data.
- b) What is Data warehouse?
- c) What is Business Intelligence?
- d) Expand SQL and SPSS.
- e) What is Predictive Analytics?
- f) What is unstructured Data?
- g) What is OLTP?



SECTION - B

II. Answer any THREE from the following.

(3×5=15)

2. Explain Business Analytics Life Cycle.
3. Explain the applications of analytics in Business.
4. Explain the features of TABLEAU.
5. Write the R-code in preparation of one-tailed T-test with imaginary numbers.

[P.T.O.]



III. Answer any THREE from the following.

(3×15=45)

6. Explain the following:-
 - a) Installation process of R and R-Studio.
 - b) Uses and features of R-Studio.
7. Explain the following types of Business analytics.
 - a) Descriptive analytics.
 - b) Diagnostics analytics.
 - c) Predictive analytics.
 - d) Prescriptive analytics.
8. Explain methods of managing missing data.
9. SSS Ltd. assigned responsibility of sales to five representatives one month data as follow's.

Sales Representatives	Units Sold
A	1000 Units
B	500 Units
C	800 Units
D	1,200 Units
E	1,600 Units

Prepare a Bar Chart & Tree Map Chart from the Data.

Specify the step's in preparation of Bar Chart & Tree Map in TABLEAU.
