21BCOM5EI1

B.Com. V Semester Degree Examination, Sept./Oct. - 2024
COMMERCE
Basics of Business Analytics
(NEP)

Time : 2 Hours   Maximum Marks : 60

SECTION - A

1. Answer the following questions, each question carries **one** mark.   **10x1=10**

   (a) What is Business Analytics ?

   (b) What is a Spreadsheet ?

   (c) What are Missing Values ?

   (d) What is Descriptive Analysis ?

   (e) What is Social Network ?

   (f) What is Google Analytics ?

   (g) What is Linear Regression ?

   (h) What is Data Vizualization ?

   (i) What is Big Data ?

   (j) What do you mean by Sampling ?

SECTION - B

Answer **any four** of the following questions, each question carries **five** marks.

         4x5=20

2. Explain a SMART model.

3. Trace out the role of Data Scientist.

4. What are predective models ?

5. Provide an introduction to Health Information System.

6. Explain the features of HDFS.

7. Write a note on Social Network Analytics.

SECTION - C

Answer **any three** of the following questions, each question carries **ten** marks.

3x10=30

8. Explain the need of Business Analytics in the modern era.

9. What are the sources of Data collection and Tools needed ?

10. What do you mean by Data Warehouse ? Explain its significance.

11. Write a note on Trends in Data Analytics.

12. What are decision trees in Logistic Regression ?

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