CBCS SCHEME

USN | | | | | | | | | | |

BAD714B

Seventh Semester B.E./B.Tech. Degree Examination, Dec.2025/Jan.2026
Business Analytics

Time: 3 hrs. Max. Marks: 100

Note: 1. Answer any FIVE full questions, choosing ONE full question from each module.
2. M : Marks , L: Bloom's level , C: Course outcomes.

		Module – 1	M	L	C
Q.1	a.	List some capabilities of information systems that can facilitate managerial decision making.	8	L2	CO1
	b.	List and briefly describe Simon's four phases of decision making.	6	L2	CO1
	c.	What is Business Intelligence? Describe a High-Level Architecture of Business Intelligence.	6	L2	CO1
		OR			
Q.2	a.	Explain how financial services are more personalized with AI support.	8	L2	CO1
	b.	Define Chatbot. What are the major drivers of Chatbot technology?	6	L2	CO1
	c.	What is descriptive analytics? What are the various tools that are employed in descriptive analytics?	6	L2	CO1
		Module – 2			
Q.3	a.	List some of the characteristics (metrics) that define the readiness level of data for an analytics study.	8	L2	CO2
	b.	Explain simple taxonomy of data.	8	L2	CO2
	c.	What are the critical success factors for Big data analytics?	4	L2	CO2
		OR			
Q.4	a.	What is a Box-and-Whisker's plot? What types of statistical information does it represent?	8	L2	CO2
	b.	How to define Big data? Explain the 'V's' that are used to define Big data.	8	L2	CO2
	c.	What are the most important assumptions for linear regression?	4	L2	CO2
		Module – 3			
Q.5	a.	List fundamental characteristics of data warehousing.	8	L2	CO3
	b.	Describe the major components of a data warehouse.	8	L2	CO3
	c.	Bring out differences between OLAP and OLTP data analysis technique in data warehouses.	4	L2	CO3

		OR			
Q.6	**a.**	Explain different types of chart and graphs used for information visualization.	**8**	**L2**	**CO3**
	b.	What is a business report? What are the main characteristics of a good business report?	**8**	**L2**	**CO3**
	c.	What is an information dashboard? List three layers of information portrayed on dashboards.	**4**	**L2**	**CO3**
		Module – 4			
Q.7	**a.**	Define data Mining. Explain the major characteristics and objectives of data mining.	**8**	**L2**	**CO4**
	b.	Explain some major data mining methods.	**8**	**L2**	**CO4**
	c.	List factors that are considered in assessing the model.	**4**	**L2**	**CO4**
		OR			
Q.8	**a.**	List and briefly discuss the major components of a quantitative model.	**8**	**L2**	**CO4**
	b.	What are the major data mining processes?	**8**	**L2**	**CO4**
	c.	Define what it means to perform decision making under assumed certainity, risk and uncertainity.	**4**	**L2**	**CO4**
		Module – 5			
Q.9	**a.**	What is text mining? What are some of the most popular application areas of text mining?	**10**	**L2**	**CO5**
	b.	What are the most common tasks addressed by NLP?	**10**	**L2**	**CO5**
		OR			
Q.10	**a.**	Explain Social Network Analysis metrics.	**10**	**L2**	**CO5**
	b.	What is Social Media analytics? List best practices in social media analytics.	**10**	**L2**	**CO5**

* * * * *