KUMARAGURU
college of technology
character is life

MBA DEGREE EXAMINATION: NOV / DEC 2024

(Regulation 2021)

Third Semester

MASTER OF BUSINESS ADMINISTRATION

P21MBE0180: Introduction to Business Analytics

CO1   Explain the understanding of the fundamental Business analytics Frameworks

CO2   Display the competence to assess the usage of various Business analytics technologies

CO3   Build a business analytics plan   to solve a business problem   by integrating   business analytics
into core business process

Time: Three Hours   **Maximum Marks: 100**

PART A (10Q x 2marks = 20 Marks)
(Answer all the Questions)

1	Define Business analytics	CO1	[K_1]
2	What is the difference between data analysis and data analytics?	CO1	[K_2]
3	What is the difference between structured and unstructured data?	CO1	[K_1]
4	Why is data lake different from data warehouse?	CO1	[K1]
5	Explain the term Data quality ?	CO1	[K_1]
6	What is the difference between optimization and simulation in business analytics.	CO1	[K_1]
7	What is meant by data visualization and state its importance?	CO1	[K_1]
8	What do you mean sentiment analysis?	CO1	[K_1]
9	Mention few of the challenges in Data Quality in analysis of data in business analytics ?	CO1	[K_1]
10	What is the difference between business intelligence and business analytics?	CO1	[K_1]

PART B (2Q x 10 marks = 20 Marks)
(Answer all the Questions)

11	Discuss in detail the 7 Vs in big data.	CO2	[K_6]

| 12 | Determine the characteristics and dimensions of data quality and assess the   Data Quality Assessment Framework? | CO2 | [K$_5$] |

PART C (3Q x 20 marks = 60 Marks)
Compulsory

| 13 | Cricket analytics involves the use of statistical and analytical techniques to gain insights into player performance, team strategies, and match outcomes. Decide on a dataset in cricket analytics typically consists of various features and corresponding data points related to players, teams, and matches. | CO3 | [K$_5$] |

| 14 | Netflix, the world's leading streaming entertainment service, offers a prime example of how business analytics can drive success. Elaborate on how Netflix utilize data to personalize content, optimize marketing, and maintain their competitive edge by using data for decision making? | CO3 | [K$_3$] |

| 15 | Case Study: Optimizing Energy Consumption in a Smart Building A modern office building aims to reduce its energy consumption and environmental footprint.The building is equipped with a Building Management System (BMS) that collects data from various sensors and equipment.

Identify key parameters and develop a data-driven strategy to optimize energy consumption within the building while maintaining occupant comfort | CO3 | [K$_3$] |

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