

CDOE
BACHELOR OF COMPUTER APPLICATIONS (CBCS-2018 COURSE)
B.C.A. Sem-VI : WINTER :- 2021
SUBJECT: BUSINESS ANALYTICS

Day : Friday
Date 25-02-2022

W-19030-2021

Time : 10:00 AM-01:00 PM
Max. Marks: 70

N.B.

- 1) Attempt any **FOUR** questions from Section I and attempt any **TWO** questions from Section II.
- 2) Both the Sections should be written in the **SAME** answer book.
- 3) Figures to the right indicate full marks

SECTION- I

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|------------|--|-------------|
| Q.1 | Explain how GIS helps to improve business activities | (10) |
| Q.2 | Explain various techniques to treat incomplete data. | (10) |
| Q.3 | Explain steps in Data Mining process | (10) |
| Q.4 | Explain recovery management as an application of business analytics. | (10) |
| Q.5 | Discuss different techniques used for cleaning data. | (10) |
| Q.6 | Write Short Notes (Any Two) | (10) |
| | a) Applications of Business Analytics | |
| | b) Sources of business data | |
| | c) OLAP | |

SECTION- II

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|------------|--|-------------|
| Q.7 | Explain customer Analytics and its applications | (15) |
| Q.8 | Write different methods used to visualize data | (15) |
| Q.9 | Discuss how business analytics helps in market sensitivity analysis. | (15) |

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