

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

Day : *Saturday*  
Date : 29-01-2022

**W-18801-2021**

Time : 02:00 PM-05:00 PM  
Max. Marks: 60

**N.B.:**

- 1) **Q.No.4** from Section – I is **COMPULSORY**.
- 2) Answer **ANY TWO** questions from Q.1, 2, 3 in Section – I.
- 3) Answer **ANY TWO** questions from Q.5, 6, 7 in Section – II.
- 4) Figures to the right indicate **FULL** marks.
- 5) Answers to both the sections should be written in **SAME** answer book.
- 6) Draw a labelled diagram **WHEREVER** necessary.

**SECTION – I**

- Q.1** What is Business Analytics? Explain applications of Business Analytics in different area. [12]
- Q.2** Explain in detail Data Visualization Techniques. [12]
- Q.3** Explain importance of Data Quality in brief. [12]
- Q.4** Write short notes on **ANY THREE** of the following: [12]
- a) Text mining
  - b) Web mining
  - c) Recovery management
  - d) Churn analytics

**SECTION – II**

- Q.5** a) Explain Customer Segmentation Analytics in brief. [06]
- b) Explain Geographical Information System in brief. [06]
- Q.6** a) Explain how Business Analytics is useful in business forecasting. [06]
- b) Explain how Risk Profiling is done using Business Analytics. [06]
- Q.7** a) Discuss the use of data mining tool XL-Miner in brief. [06]
- b) Write brief note on work force Analytics and loyalty Analytics. [06]

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