

BACHELOR OF COMPUTER APPLICATIONS (CBCS - 2018 COURSE)
B.C.A. Sem-VI : : SUMMER - 2022
SUBJECT : BUSINESS ANALYTICS

Day : Monday
Date : 30-05-2022

S-18801-2022

Time : 10:00 AM-01:00 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) All questions carry **EQUAL** marks.
 - 5) Answers to both the sections should be written in **SAME** answer book.
 - 6) Draw a labelled diagram **WHEREVER** necessary.
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SECTION – I

- Q.1** a) Explain in brief data visualization. **[06]**
- b) Explain various areas in which Data Analytics is applied. **[06]**
- Q.2** a) How to deal with missing or incomplete data? **[06]**
- b) Explain Data Mining process in short. **[06]**
- Q.3** a) What are data mining techniques? Explain its features. **[06]**
- b) Write note on web mining. **[06]**
- Q.4** Write short notes on the following: Attempt **ANY THREE** : **[12]**
- a) Recovery management
 - b) Risk forecasting
 - c) Talent Analytics
 - d) Loyalty Analytics

SECTION – II

- Q.5** a) Write short note on XL-Miner. **[06]**
- b) What is OLAP? Explain its concept. **[06]**
- Q.6** a) How Business Analytics is useful in Business forecasting? **[06]**
- b) Explain how customer segmentation is done. **[06]**
- Q.7** a) Explain Fraud Detection and Prediction in brief. **[06]**
- b) Write detail note on Human Resource Retention. **[06]**