

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

Day : Friday

Time : 02:00 PM-05:00 PM

Date : 26-08-2022

S-18801-2022

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.

SECTION – I

- Q.1** a) Explain in brief areas where Business Analytics is applied. **[06]**
- b) Explain real time Business Intelligence Automated Decision Support System in brief. **[06]**
- Q.2** a) Explain visualization and data issues in short. **[06]**
- b) What is meaning of data mining? Explain in brief. **[06]**
- Q.3** What are Data Mining Techniques? Explain its concept. **[12]**
- Q.4** Write short notes on the following: Attempt **ANY THREE** **[12]**
- a) Fraud Detection and prediction
 - b) Recruitment Analytics
 - c) Training Analytics
 - d) Customer Life Time Value

SECTION – II

- Q.5** a) Explain Geographical Information System in brief. **[06]**
- b) Write detail note on Human Resource Retention. **[06]**
- Q.6** a) Discuss how Business Analytics is applicable in market share estimation. **[06]**
- b) Explain Churn Analytics in brief. **[06]**
- Q.7** a) Explain importance of Data Quality. **[06]**
- b) Explain cross sell model in short. **[06]**

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