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**BACHELOR OF COMPUTER APPLICATIONS (CBCS - 2018 COURSE)**

**B.C.A. Sem-VI : WINTER- 2022**

**SUBJECT : BUSINESS ANALYTICS**

Day : Tuesday

Time : 10:00 AM-01:00 PM

Date : 6/12/2022

**W-18801-2022**

Max. Marks : 60

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**N.B.**

- 1) **Q.No. 4** from Section-I is **COMPULSORY**.
  - 2) Attempt **ANY TWO** questions from Q.No. 1 to Q. No. 3 in Section – I.
  - 3) Attempt **ANY TWO** questions from Q.No. 5 to Q. No. 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.
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**SECTION – I**

- Q.1** Answer the following : (12)
- a) Discuss the scope of Business Analytics with areas of applications.
  - b) What are Data Mining tools and techniques explain in brief?
- Q.2** Answer the following : (12)
- a) Write brief note on OLAP.
  - b) Explain in brief Automated Decision Support System with suitable example.
- Q.3** Answer the following : (12)
- a) What is meaning of Visualization? Explain various tools and techniques of visualization.
  - b) Discuss various missing value treatments and its importance.
- Q.4** Write short notes on **ANY THREE** of the following : (12)
- a) Data classification
  - b) Retention analytics
  - c) Compensation analytics
  - d) Competitive intelligence

**SECTION – II**

- Q.5** Answer the following : (12)
- a) Explain functioning of Geographical Information System with example.
  - b) Write brief note on Market Share Estimation and Sensitivity Analytics.
- Q.6** Answer the following : (12)
- a) Write brief note on Text Mining and Web Mining.
  - b) Write brief note on Talent Analytics.
- Q.7** Explain the following : (12)
- a) Explain in brief XL-MINER.
  - b) Explain in short about Importance of Data Quality.

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