

Printing Pages : 1

Paper Code :MCSE-001

(A) SVSU 2024-25/R

Enrollment No.

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COURSE NAME (Branch)- M.TECH (CSE)
 II YEAR/ III SEM. EXAMINATION
 SUBJECT NAME: BUSINESS ANALYTICS

[Time: 3:00 Hours]

[Max Marks: 70]

NOTE:- ATTEMPT ALL THE QUESTIONS AS PER GIVEN INSTRUCTIONS.

QUESTION NO.-1: ATTEMPT ANY FOUR PARTS.

(4*3=12)

- Discuss single factor experiment.
- Explain cluster analysis?
- What do you understand classification?
- Discuss Business Analytics.
- What is binomial distribution?
- Explain the assumption of Linear programming model.

QUESTION NO.-2: ATTEMPT ANY THREE PARTS.

(3*4=12)

- What is multidimensional scaling? Explain the steps
- Why is business analytics so important for entrepreneurship and innovation?
- Describe in detail about implementing of business intelligence
- Explain decision tree classification algorithm with example

QUESTION NO.-3: ATTEMPT ANY THREE PARTS.

(3*6=18)

- Explain the role of data mining and business intelligence applications in banking
- Give the formulas for Karl Pearson's correlation and Spearman's Rank correlation?
- Enlist the importance of business analytics?
- Differentiate PERT and CPM?

QUESTION NO.-4: ATTEMPT ANY TWO PARTS.

(2*7=14)

- What is unbalanced transportation problem? Give an example.
- Discuss, in brief, the different types of decision making environment
- Explain various aspect of "Data for business Analysis"

QUESTION NO.-5: ATTEMPT ANY TWO PARTS.

(2*7=14)

- Explain business intelligence software and its contribution towards the development of business.
- Discuss time series analysis? Mention the methods used for the study and measurement of trend in time series?
- Why is the importance of the correlation analysis between the stock market valuation and the economic situation of business entities growing?
