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PC2958

[6380]-31

SEAT No. : 1058

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First Year M.B.A.

205-BA-SC-BA-01 : BASIC BUSINESS ANALYTICS USING R

(2019 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) All questions carry equal marks.

Q1) Answer the following questions: (any five)

[10]

- a) Define Analytics.
- b) Define data and information.
- c) Enlist the characteristics of good question?
- d) List out any four skills of good business analyst.
- e) What are the features of R programming?
- f) What are the types of joins used in R?
- g) What is the use of paste() function in R?
- h) Enlist any four data analytics tools?

Q2) Answer the following: (any 2)

[10]

- a) Differentiate between Business Intelligence and Data Science.
- b) What are assignment operators in R? Elaborate any two assignment operators with example.
- c) What are the different ways to improve the data quality?

P.T.O.

Q3) Answer the following: (any one)

[10]

- a) Explain in detail characteristics of Analytical Decision-Making Process.

OR

- b) Explain the following functions with example:

i) matrix ()

ii) help()

iii) class ()

iv) merge ()

v) head ()

Q4) Answer the following: (any one)

[10]

- a) What is Data Visualization? Explain any two plots with diagram.

OR

- b) What are the loop statements used in R? Explain any two loop statements of R with example.

Q5) Answer the following: (any one)

[10]

- a) Write a R program to display the following pattern.

1

1 2

1 2 3

1 2 3 4

OR

- b) Discuss the application of business analytics in web and social media sector.

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x

x

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[6118]-31

M.B.A. - I

205-BA-SC-BA-01 - BASIC BUSINESS ANALYTICS USING R
(2019 Pattern) (Semester-II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) All questions carry equal marks.

Q1) Answer the following questions (Any Five).

[10]

- a) Define descriptive analytics.
- b) Enlist any two tools for data analytics.
- c) State the difference between data analyst and business analyst.
- d) Write a code to set working directory path in R.
- e) State the use of head (), tail () function in R.
- f) Enlist various data structures in R.
- g) What are datatypes in R. Write example of each.
- h) State the difference between data, information & knowledge.

Q2) Answer the following questions (Any Two).

[10]

- a) Define data analytics. Describe need and evolution of analytics.
- b) What is analytical decision making. Explain the process and characteristics of analytical decision making.
- c) What are flow control functions in R. Explain any two flow control functions in detail with example.

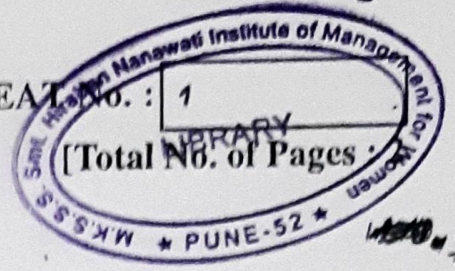
Q3) Answer the following questions (Any One).

[10]

- a) Discuss the vectors, array and factor in R with appropriate example.
- b) Write code in R for data visualisation using line plots, Bar plot, pie chart.

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Q4) Answer the following questions (Any One).

[10]

a) Explain the following functions with R code.

- i) Types of ().
- ii) Cat ().
- iii) Str ().
- iv) Sqrt ().
- v) Cbind ().

b) Explain the following functions with R code.

- i) Class ().
- ii) merge ().
- iii) Summary ().
- iv) names ().
- v) grep ().

Q5) Answer the following questions (Any One).

[10]

- a) Discuss the applications of business Analytics in Retail & Health Care industry.
- b) Social media analytics help businesses make sense of user's attitudes and customer sentiments. Appraise the statement.

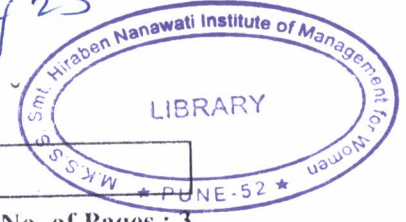
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M.B.A. (Revised)

205 - BA : BASIC BUSINESS ANALYTICS USING R
(SC-BA-01) (2019 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) All questions carry equal marks.

Q1) Answer the following questions (Any Five) :

[10]

- a) What is the use of help () function in R?
- b) Describe the R environment.
- c) State the difference between head () and tail () commands used in R.
- d) State the various skills required for good business analyst.
- e) List any 4 data visualization tools.
- f) Define prescriptive analytics.
- g) Business Intelligence (BI) is a broad category of application Programs which includes _____.
 - i) Decision support
 - ii) Data mining
 - iii) OLAP
 - iv) All of the mentioned

P.T.O.

h) What types of analytics, gain insight from historical data with reporting, scorecards, clustering, etc.

- i) Predictive
- ii) Descriptive
- iii) Prescriptive
- iv) Decisive

Q2) Answer the following questions. (Any 2)

[10]

- a) Explain the difference between data analyst and business analyst.
- b) Explain the basics of Web Scrapping.
- c) Demonstrate the different steps in the analytical decision making process using an example.

Q3) Answer the following questions. (Any 1)

[10]

- a) Explain the following functions with example.
 - i) cbind ()
 - ii) rbind ()
 - iii) sapply ()
 - iv) apply ()
 - v) tapply ()
- b) Explain various stages of organizations in terms of data maturity.

Q4) Answer the following questions. (Any 1)

[10]

- a) Explain the application of Business analytics in HR analytics.
- b) Explain the application of Business analytics in Marketing domain.

Q5) Answer the following questions. (Any 1)

[10]

- a) Write a R program to create a Fibonacci series e.g. 1, 1, 2, 3, 5, 8,
- b) Explain the application of business analytics in Retail analytics.

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[5860]-211

M.B.A.

205 BA : BASIC BUSINESS ANALYTICS USING R
(2019 Pattern) (Semester - II) (SC - BA - 01)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions carry equal marks.
- 2) All questions are compulsory.

Q1) Answer the following questions (Any Five) :

[10]

- a) What are naming convention for variable names in R?
- b) Enlist the features of R language.
- c) Define Predictive Analytics?
- d) Explain Summary () function in R.
- e) Write instruction code to read and write from file in R.
- f) Explain if statement in R with syntax.
- g) What are the skills required for good business analyst?
- h) What is the use of help () function in R?

Q2) Answer the following questions (Any Two) :

[10]

- a) What are datatypes in R? Explain any three datatypes using suitable example.
- b) Define Data structure in R? Explain list in R with appropriate example.
- c) Explain Relational operators in R with suitable example.

P.T.O.

Q3) Answer the following questions (Any One) :

[10]

- a) What is matrix in R? Which function is used to create a matrix? Explain nrow, ncol, dimnames parameters in matrix.
- b) Explain the following functions with example.
 - i) `rbind()`
 - ii) `str()`
 - iii) `mean`
 - iv) `sqrt()`
 - v) `class`

Q4) Answer the following questions (Any One) :

[10]

- a) Discuss the application of business analytics in marketing and healthcare sector.
- b) Explain various stages of an organisation in terms of data maturity. Discuss options for organisation in absence of good quality data.

Q5) Answer the following questions (Any One) :

[10]

- a) What is data visualization? Elaborate the need and importance of data visualization? Write and Explain with R code how to visualize data using line plot & histogram.
- b) Discuss the importance of loops in R. Elaborate for and while loop with example.

