

**FACULTY OF MANAGEMENT**

**M.B.A. III – Semester (CBCS) Examination, January 2018**

**Subject : Business Analytics**

**Paper – MB-305-4**

**Discipline Specific**

**(Elective – II –Systems)**

**Time : 3 hours**

**Max. Marks : 80**

***PART – A (5 x 4 = 20 Marks)***  
*(Short Answer Type)*

- 1 Descriptive Statistics
- 2 Dashboards
- 3 Data Exploration
- 4 Uncertainty
- 5 Data Manipulation

***PART – B (5 x 12 = 60 Marks)***  
*(Essay Answer Type)*

- 6 a) What is Data Visualization? Explain techniques of Data Visualization.  
**OR**  
b) Explain the utility of Dashboard, also how are they used?
- 7 a) What is Descriptive Statistics? Explain the types of Descriptive Statistics.  
**OR**  
b) Explain the various Probability Distributions.
- 8 a) What is Regression Analysis? Explain its Advantages and Disadvantages.  
**OR**  
b) Explain the Forecasting techniques in predictive analytics.
- 9 a) Explain the steps in Non linear programming.  
**OR**  
b) Explain the methods of integer optimization.
- 10 a) Explain the advantages of R package.  
**OR**  
b) Explain R functions and control statements.

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