

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2 EXAMINATION- 2024

B.Tech-VI Semester (All Branches)

COURSE CODE (CREDITS): 18B1WHS632 (3)

MAX. MARKS: 25

COURSE NAME: BUSINESS ANALYTICS

COURSE INSTRUCTORS: Dr. Amit Srivastava

MAX. TIME: 1 Hour 30 Minutes

*Note: (a) All questions are compulsory.*

*(b) Marks are indicated against each question in square brackets.*

*(c) The candidate is allowed to make Suitable numeric assumptions wherever required for solving problems*

*The question paper is divided into two sections. Section A is compulsory for all. In section B, different data files are to be used for Odd and Even roll number students. The file name for Odd and Even roll numbered students are T2 – ODD.xlsx and T2 – EVEN.xlsx respectively. There are four active sheets for four different questions. Solve the questions in Excel and write the important steps and output in your answer sheet.*

**SECTION A**

1. Short answers (max 50 words):

[1x3=3] (CO1)

- What are the primary objectives of business analytics?
- How does business analytics help in identifying trends and patterns?
- What are the key steps involved in business analytics process?

2. How can you differentiate between nominal and ordinal categorical variables used in the business context? Discuss with the help of suitable examples.

[3] (CO2)

3. How does Bayes' theorem extend the concept of conditional probability, and what are its practical implications?

[3] (CO3)

**SECTION B**

4. As given in the data file T2 – Odd or T2 – Even

[4] (CO4)

5. As given in the data file T2 – Odd or T2 – Even

[4] (CO4)

6. As given in the data file T2 – Odd or T2 – Even

[4] (CO5)

7. As given in the data file T2 – Odd or T2 – Even

[4] (CO5)