JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT
TEST -3 EXAMINATION- 2024
BTech-VI Semester (All Branches)

COURSE CODE(CREDITS): 18B1WHS632 (3)　　　　　　　MAX. MARKS: 35

COURSE NAME: BUSINESS ANALYTICS

COURSE INSTRUCTORS: Dr Amit Srivastava　　　　　　MAX. TIME: 2 Hours

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

(d) The question paper is divided into two sections. Section A is compulsory for all. Section B is based on dataset and questions are different for ODD and EVEN roll number students. Solve the questions using MS-EXCEL, write down the final answer as well as Important Steps in your Answer Sheet.

SECTION A

1. How do objective and subjective probability differ? What are some examples of how each type is applied in business analytics to inform decision-making processes?　　**[4] (CO3)**

2. Differentiate between Probability and Non-Probability Sampling. Which methodology is more suitable for decision making in business analytics? Explain your answer with suitable examples.　　**[4] (CO2)**

3. What are the primary challenges businesses face when implementing analytics solutions, and how can they be overcome?　　**[3] (CO1)**

SECTION B

4. As given in the database for ODD and EVEN roll number students.　　**[6] (CO4)**

5. As given in the database for ODD and EVEN roll number students.　　**[6] (CO4)**

6. As given in the database for ODD and EVEN roll number students.　　**[6] (CO5)**

7. As given in the database for ODD and EVEN roll number students.　　**[6] (CO5)**