

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -3 EXAMINATIONS-2022

B.Tech-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: All questions are compulsory. Marks are indicated against each question in square brackets.*

*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. Write short notes (max 30 words) [2x3=6] (CO1)
  - a) Spectrum of Business Analytics
  - b) Models used in Business Analytics
  - c) Population and sample
2. "Two mutually exclusive events cannot be independent". Discuss. [2] (CO2)
3. You are a new manager of a conventional company. You want to convince the top management how business analytics can improve the business. Prepare a report highlighting the advantages of using business analytics. [4] (CO4)
4. Provide an example of when you might want to take a stratified random sample instead of a simple random sample, and explain what the advantages of a stratified sample might be over simple random sample. [3] (CO3)

**SECTION B**

5. As given in Sheet 1 of the data file T2 – Odd or T2 – Even [5] (CO4)
6. As given in Sheet 2 of the data file T2 – Odd or T2 – Even [5] (CO5)
7. As given in Sheet 3 of the data file T2 – Odd or T2 – Even [5] (CO5)
8. As given in Sheet 4 of the data file T2 – Odd or T2 – Even [5] (CO5)