M.Com(A&F) DEGREE EXAMINATION,APRIL 2020
II Year IV Semester
Business Analytics

Time : 3 Hours **Max.marks :75**

Section A $(10 \times 2 = 20)$ Marks

Answer any **TEN** questions

1. What is Business analytics?
2. What do you mean by optimizing the business process?
3. What are Explorative methods?
4. Define Sampling.
5. Define Information.
6. Write a short note on Linearity of the regression model
7. List any two applications of Data mining.
8. What is ETL?
9. Define the term non-linear Optimization model.
10. Define personal decision.
11. What is a decision tree?
12. What is meant by strategic decision?

Section B $(5 \times 5 = 25)$ Marks

Answer any **FIVE** questions

13. Write short notes on Business Analytics model.
14. List out the various statistical tools used for Business Analytics.
15. Discuss the role of business analysts on modern business analysis.
16. Distinguish between data mining and data ware housing.
17. Explain the purpose of Regression analysis in business.Give examples.
18. Explain the applications of simulation for risk analysis.
19. State conditions that influence decision making process.

Section C $(2 \times 15 = 30)$ Marks

Answer any **TWO** questions

20. Explain the different types of model used for Business analytics.

21. Explain in detail the potential of Business Analytics and discuss its scope.

22. What are the various steps for processing data warehousing in business analysis?

23. Explain the different stages of decision making process.

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