MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)
III B.Tech II Semester Supplementary Examinations, April 2025
Business Analytics
(AE, CSE-AIML & B.Tech-AIML)

Roll No									

Time: 3 hours   **Max. Marks: 70**

Note: This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

***

				BCLL	CO(s)	Marks
			SECTION-I			
1	A		Define analytics and describe its evolution over time	L 1	CO-I	[7M]
	B		Explain different categories of analytical models and illustrate their applications in business decision-making.	L 3	CO-I	[7M]
			OR			
2	A		Differentiate between Business Analysis and Business Analytics with suitable examples	L 2	CO-I	[7M]
	B		Compare and contrast the roles of a Data Scientist, Data Engineer, and Business Analyst in an analytics project.	L 4	CO-I	[7M]
			SECTION-II			
3	A		What are the different sources of data? Explain their importance in business analytics.	L 1	CO-II	[7M]
	B		Explain the stages of the Data Science Project Life Cycle and illustrate with a real-world example.	L 4	CO-II	[7M]
			OR			
4	A		Discuss the significance of data quality in decision-making. How can missed or incomplete data be handled effectively?	L 2	CO-II	[7M]
	B		Critically evaluate the role of data visualization in business decision-making. How does it enhance the interpretability of data?	L 3	CO-II	[7M]
			SECTION-III			
5	A		Explain the concept of Data Mining **a**nd describe its key tasks.	L 1	CO-III	[7M]
	B		Demonstrate how supervised learning and unsupervised learning can be applied in real-world business problems.	L 3	CO-III	[7M]
			OR			
6	A		Discuss the differences between Statistics, Data Mining, Data Analytics, and Data Science with suitable examples.	L 2	CO-III	[7M]
	B		Explain the history and evolution of Artificial Intelligence	L 1	CO-III	[7M]
			SECTION-IV			
7	A		Explain how Financial Analytics help businesses improve decision-making.	L 1	CO-IV	[7M]
	B		Illustrate how Web & Social Media Analytics can be used to track customer sentiment and improve digital marketing strategies.	L 3	CO-IV	[7M]

		OR			
8	A	Describe the role of HR Analytics in optimizing business operations.	L 2	CO-IV	[7M]
	B	Critically analyze the future of business analytics and discuss the emerging trends in this field.	L 4	CO-IV	[7M]

SECTION-V

9	A	What are the key challenges in implementing business analytics in an organization?	L 1	CO-V	[7M]
	B	Explain how businesses can protect themselves from hacking in analytics-driven environments.	L 3	CO-V	[7M]

OR

10	A	Discuss the significance of privacy and anonymization in data analytics. Why is it important?	L 2	CO-V	[7M]
	B	Debate the ethical concerns of customer data usage in analytics. How can businesses ensure transparency and trust?	L 4	CO-V	[7M]

***