R20

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)
III B.Tech II Semester Regular/Supplementary Examinations, June 2024
Business Analytics
(AE, CSE-AIML, B.Tech-AIDS & 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.

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			BCLL	CO(s)	Marks
		SECTION-I			
1	A	Compare the roles of a data scientist, data engineer, and business analyst in an organization.	L2	CO-I	[7M]
	B	Evaluate the significance of predictive analytics in forecasting future business decisions.	L4	CO-I	[7M]
		OR			
2	A	Explore the concept of prescriptive analytics.	L3	CO-I	[7M]
	B	Assess the impact of business analytics on the strategic decision-making of an organization.	L4	CO-I	[7M]
		SECTION-II			
3	A	Explain the process of data collection in the context of business analytics. Discuss various methods used for collecting data.	L3	CO-II	[7M]
	B	Outline the various stages of the data science project life cycle and discuss the objectives of each stage.	L2	CO-II	[7M]
		OR			
4	A	Why is data quality important in business analytics? Discuss the potential consequences of poor data quality.	L3	CO-II	[7M]
	B	Explain the importance of clearly defining business requirements at the beginning of a data science project.	L3	CO-II	[7M]
		SECTION-III			
5	A	Define OLAP (Online Analytical Processing) and explain its role in multidimensional data analysis.	L2	CO-III	[7M]
	B	Describe the supervised learning approach in machine learning. What are some common supervised learning algorithms, and how can they be used to solve business problems?	L2	CO-III	[7M]
		OR			
6	A	Differentiate between artificial intelligence (AI) and machine learning (ML).	L2	CO-III	[7M]
	B	What is reinforcement learning, and how does it differ from supervised and unsupervised learning?	L4	CO-III	[7M]
		SECTION-IV			
7	A	Define financial analytics and discuss its role in optimizing financial decision-making processes within organizations.	L1	CO-IV	[7M]
	B	Discuss the ethical considerations and potential risks associated with the use of business analytics in various industries, such as healthcare, finance, or retail.	L2	CO-IV	[7M]
		OR			
8	A	Discuss how web and social media analytics can help organizations enhance productivity.	L2	CO-IV	[7M]
	B	Explain the future trends and developments shaping the field of business analytics.	L4	CO-IV	[7M]
		SECTION-V			
9	A	Describe various implementation challenges faced by organizations in implementing Business analytics.	L2	CO-V	[7M]
	B	Explain different privacy and anonymization issues faced by the organizations.	L2	CO-V	[7M]
		OR			
10	A	Describe in detail about hacking and insider threats	L1	CO-V	[7M]
	B	Evaluate the process of making customer comfortable by implementing business analytics.	L3	CO-V	[7M]

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