

Enrollment No. _____



**NAVRACHANA
UNIVERSITY**

a UGC recognized University

School: School of Engineering and Technology
Program/s: BTech(IT)
Year: 4rd **Semester:** 7th
Examination: End Semester Examination
Examination year: December - 2021

Course Code: IT410 **Course Name:** Business Analytics
Date: 08/12/2021
Time: 08:30 am to 10:30 am

Total Marks: 40
Total Pages: 01

Instructions:

- Write each answer on a new page.
- Use of a simple calculator is permitted.
- Draw all relevant waveforms in answer sheet only.
- *COs=Course Outcome mapping. # BTL=Bloom's Taxonomy Level mapping

Q. No.	Details	Marks	COs*	BTL#
Q.1	Attempt any five	[10]		
A.	What is a residual in terms of data analysis?	[02]	CO2	BT3
B.	Boxplot is considered best for stock price analysis. Justify.	[02]	CO2	BT3
C.	Explain any two situations where Operations Research can be employed.	[02]	CO3	BT2
D.	Big Data will be a source of new economic value and innovation. Justify.	[02]	CO4	BT2
E.	Explain any two applications of NLP.	[02]	CO4	BT3
F.	Explain Bag of Words technique of sentiment Analysis.	[02]	CO4	BT1
Q.2	Attempt any two	[10]		
A.	Write a short note in qualitative and judgmental forecasting.	[05]	CO2	BT1
B.	Write a short note on hierarchical clustering.	[05]	CO2	BT1
C.	Explain IBM's 4Vs for Big Data.	[05]	CO4	BT1
Q.3	Attempt any two	[20]		
A.	What is the role of data visualization in data analysis? Explain different types of graphs used for different types of data analysis.	[10]	CO2	BT2
B.	Write a short note on Linear Programming Problem.	[10]	CO3	BT1
C.	Write a short note on NER.	[10]	CO4	BT1

*****End of Question Paper*****