

(Please write your Exam Roll No.)

Exam Roll No. ....

# END TERM EXAMINATION

THIRD SEMESTER [B.TECH] JANUARY-FEBRUARY 2023

Paper Code: MS-211

Subject: Business Analytics

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 Discuss concept scope and Importance of business models.
- Q2 Discuss concept and types of business models.
- Q3 Explain following features in spreadsheet by taking suitable example:-  
(a) Data validation  
(b) Vlook-up  
(c) Whatif analysis
- Q4 Discuss the main features of Power BI.
- Q5 Discuss different imputation methods of replacing missing values.
- Q6 Write notes on:-  
(a) Need of Data ware house  
(b) ETL process in data warehouse  
(c) Methods to identify the Outliers
- Q7 Write a detail note on Cluster analysis and how it is different from factor analysis.
- Q8 Discuss different predictive analytics modeling techniques.

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