

Seat No: \_\_\_\_\_

Enrollment No: \_\_\_\_\_

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**BBA/ Int. DBA-BBA Winter 2023 - 24 Examination**

Semester: 1/5

Date: 27/01/2024

Subject Code: 06010101DN01

Time: 10:30 am to 1:00 pm

Subject Name: Introduction to Data Analytics

Total Marks: 60

**Instructions**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1	Do as Directed.		CO	PO	Bloom's Taxonomy
A).	<b>Multiple choice type questions/Fill in the blanks. (Each of 1 mark)</b>	(05)			
	1. What is the main advantage of using dashboards in data analytics? a) Increasing data complexity b) Presenting information on multiple screens c) Providing a centralized view of key performance indicators (KPIs) d) Enhancing data privacy		4	3	1
	2 What is an example of unstructured data? a) Database records b) Excel spreadsheets c) Text documents d) Sensor readings		1	5	3
	3 Which probability distribution is commonly used to model the number of successes in a fixed number of independent Bernoulli trials? a) Normal distribution b) Binomial distribution c) Poisson distribution d) Exponential distribution		3	5	2
	4 What is the purpose of data exploration in the analytics process? a) Predict future trends b) Summarize historical data c) Discover patterns and insights d) Transform data into visualizations		1	3	1
	5 What is the main goal of data cleaning in the analytics process? a) Predict future trends b) Summarize historical data c) Identify and correct errors in the dataset d) Build predictive models		1	3	1
B).	<b>Define the following. (Each of 1 mark)</b>	(05)			
	1. Descriptive Analytics		1	5	1
	2. Dashboard		4	5	1
	3. Data Mining		1	5	1
	4. User Interface (UI)		4	3	1

	5. Data Storytelling		4	3	1
<b>C).</b>	<b>Direct questions. (Each of 1 mark)</b>	<b>(05)</b>			
	1. Briefly explain various types of data.		1	3	1
	2. What is the primary purpose of hypothesis testing in statistical analysis?		3	3	1
	3. What role does correlation analysis play in statistical analysis?		3	5	1
	4. Explain the meaning of Data Exploration.		1	4	1
	5. Distinguish structured and unstructured data		3	3	4
<b>Q.2</b>	Answer the following questions.				
<b>A).</b>	Define data analysis? Illustrate on the steps involved in the data analysis process?	<b>(07)</b>	1	3	2
<b>B).</b>	What are the key aspects and significant considerations related to Big Data?	<b>(08)</b>	5	2	1
<b>Q.3</b>	Answer the following questions.				
<b>A).</b>	What are the essential points to consider when discussing data visualization?	<b>(07)</b>	4	5	1
<b>B).</b>	Explain Properties of regression. Also elaborate different types of variables used in Regression modeling.	<b>(08)</b>	3	5	1
<b>Q.4</b>	Attempt any two questions. <b>(Each of 7.5 mark)</b>	<b>(15)</b>			
	1. Provide an overview of the tools or software commonly employed in the field of Data Analytics.		1	3	2
	2. Describe the approach or technique involved in creating and interpreting scatter diagrams		2	3	2
	3. How can organizations effectively leverage data analytics to identify and exploit patterns and trends, fostering informed decision-making and strategic insights?		2	3	3
	4. “In the realm of big data analytics, the pursuit of innovation must be tempered by ethical considerations and privacy safeguards” Justify the statement		5	3	5