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School of Management and Business Studies
Department of Management
Odd Semester Examination - January 2024
Integrated MBA- Semester IX
MBA(I)-GE-OM-04 & Business Analytics

Roll No...

Duration: 3 Hour

Max.Marks -75

(15X5=75)

Note: Attempt any Five Questions, All questions carry equal marks

Q1: Discuss the concept of business analytics? List several types of data analysis process.

Q2: What distinguishes data scientists, business analyst and data engineers?

Q3: Describe the ETL and STAR schema in detail.

Q4: What are different types of data warehouses and how do they work?

Q5: Describe the role that data mining play in the healthcare industry.

Q6: What exactly does data visualization mean? Describe the numerous methods of data visualization.

Q7: Discuss the introductory aspect of Python programming language and how it is helpful in data analysis.

Q8: What do you understand by prescriptive analytics and how it is useful in solving business related problems.