

End Semester Examinations - 2015-16 MBA Trimester - May 2016

14MS3018 Business Analytics

Set B

Time : 3 hrs
Total Marks: 100

1. With suitable examples, explain the steps in Logical Data modelling
OR
2. Taking any two industry of your choice , illustrate the applications of predictive analytics.
3. With suitable examples, explain the first Normal form, Second normal form and the third normal form of Normalisation with respect to Relational Data modeling
OR
4. A) Using suitable examples, explain the various statistical tools used for predictive analytics
B) Provide a brief introduction about the various non-linear regression models available.
5. A) Using suitable examples, Explain the key concepts in multidimensional models
B) Using suitable examples, explain the various schemas for multidimensional data models
OR
6. A) Explain the characteristics of data warehouse
B) Using suitable examples, explain the basic concepts in Entity- Relationship modelling
7. What are the various techniques available for analysis of Unstructured data?
OR
8. Discuss the key applications of Analytics with respect to the various functions of an organisation
9. Refer to the discussion we had in the class regarding Key Performance Indicators. Also, refer to the assignment that you did regarding the illustration of Dashboards using MS Excel for Quality Assessment. Take an organisation of your choice and explain the Key performance indicators for any one function in that organisation and explain how you would build a dashboard that would be useful for the function head.

Wishing you All the Best
