EPCET LIBRARY BANGALORE-49

CBCS SCHEME

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BAD714B

Seventh Semester B.E./B.Tech. Degree Examination, June/July 2026
Business Analytics

Time: 3 hrs. Max. Marks: 100

Note: 1. Answer any FIVE full questions, choosing ONE full question from each module.
2. M : Marks , L: Bloom's level , C: Course outcomes.

		Module – 1	M	L	C
Q.1	a.	Explain the key factors contributing to the growth of decision support systems and analytics.	10	L2	CO1
	b.	Explain Simon's Decision-Making Model with a neat diagram.	10	L2	CO1
		OR			
Q.2	a.	Explain the major technologies of Artificial Intelligence with neat diagram.	10	L2	CO1
	b.	Explain the three levels of analytics with the neat diagram.	10	L2	CO1
		Module – 2			
Q.3	a.	Explain the characteristics of data required for analytics (Data readiness).	10	L2	CO2
	b.	Explain the steps involved in data preprocessing with a neat diagram.	10	L2	CO2
		OR			
Q.4	a.	Explain the Hadoop ecosystem components.	10	L2	CO2
	b.	Explain the critical success factors for Big Data analytics with the neat diagram.	10	L2	CO2
		Module – 3			
Q.5	a.	Explain the components of a data warehousing framework.	10	L2	CO3
	b.	Discuss the role of Big data, cloud computing, and data lakes in the future of data warehousing.	10	L2	CO3

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		OR			
Q.6	**a.**	Explain different types of charts and graphs used in data visualization.	**10**	**L2**	**CO3**
	b.	Discuss star schema and snow flake schema with suitable examples.	**10**	**L2**	**CO3**
		Module – 4			
Q.7	**a.**	Describe different data mining techniques and their applications in business analytics with a neat diagram.	**10**	**L2**	**CO4**
	b.	Explain major application areas of data mining.	**10**	**L2**	**CO4**
		OR			
Q.8	**a.**	Explain decision-making under certainty, uncertainty and risk with examples.	**10**	**L2**	**CO4**
	b.	Discuss various data mining techniques with suitable examples.	**10**	**L2**	**CO4**
		Module – 5			
Q.9	**a.**	Explain Natural Language Processing (NLP) and discuss its major challenges.	**10**	**L2**	**CO5**
	b.	Explain Social Network Analysis (SNA) along with key metrics.	**10**	**L2**	**CO5**
		OR			
Q.10	**a.**	Explain the application of text mining in marketing and security domains with suitable examples.	**10**	**L2**	**CO5**
	b.	Explain Web Usage Mining with its process and applications.	**10**	**L2**	**CO5**

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