

Roll No. 

--	--	--	--	--	--	--	--	--	--	--

Total No. of Pages: 01

Total No. of Questions: 08

**M.Tech. (Computer Science & Engineering) (Sem. – 3)**

**BUSINESS ANALYTICS**

**Subject Code: MTOE301-18**

**M Code: 76512**

**Date of Examination : 23-12-2022**

**Time: 3 Hrs.**

**Max. Marks: 60**

**INSTRUCTIONS TO CANDIDATES:**

1. Attempt any FIVE questions out of EIGHT questions.
2. Each question carries TWELVE marks.

1. What is Business Analytics? Explain its process. Also, list down its advantages.
2. Explain the data modeling process in detail. What are various statistical tools used?
3. What are the various sources of data collection? How the data is collected and stored?
4. Differentiate between Linear Regression and Polynomial Regression.
5. Define Data Mining. Explain Naive Bayes with the help of an example.
6. What is Data Visualization? What are its types? How it is useful to Data Science?
7. Explain various forecasting techniques and models.
8. Write a note on data story telling and data journalism.

**NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.**